

# Medical

THE BUSINESS MAGAZINE OF THE MEDICAL PROFESSION

# Economics

MAY, 1935 • CIRCULATION: 125,000 •





# During Pregnancy and the Postpartum Period

supporting treatment is essential.

To renew the impoverished blood



# Medical Economics

THE BUSINESS MAGAZINE OF THE MEDICAL PROFESSION

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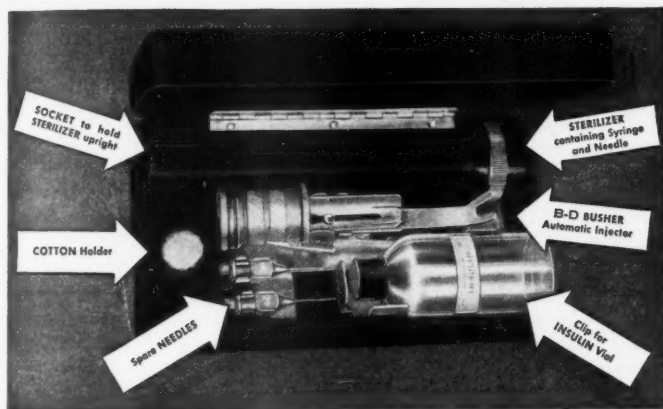
# ANTIPHLOGISTINE

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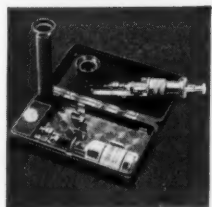
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# *The* WINDOW TAX

Granted that special times call for special taxes. But it does seem incredible that any government should put a tax on air and sunlight. That is exactly what England did when she enacted the window tax in 1697. Every window and other opening was assessed.

The window tax came at a time when improvements in living conditions had caused typhus almost to die out, even in the slums. Following the new tax, windows were bricked up and skylights roofed over. Into the crowded rooms of the poor, sunlight never entered. Typhus rose again and thrived in the dark, airless squalor.

The direct cause of typhus is, of course, a matter of very recent knowledge. However, the outbreak in the 18th century brought about an association of ideas that was near enough to the truth to help enormously in prevention. It was evident that this fever belonged with dirt and fetid air. When these symptoms were removed, the real trouble was removed with them.

Prevention of pestilence—by recognizing and removing the cause—is one of the greatest achievements of

modern civilization. In the field of antisepsis, the physician of today fully avails himself of the mighty power of prevention. He makes no compromise with any situation that may offer an opportunity for bacteria to begin their deadly work. He has at his command agents of unquestioned germicidal strength, yet which are entirely harmless to tissue. Outstanding among these is Zonite, a stabilized, mildly alkaline solution of sodium hypochlorite.

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Research extending over twenty years has established the answers to these questions, accurately and scientifically. A wealth of information exists which, because canned food research

is continuous, is being supplemented periodically by the reports of independent investigators appearing in the scientific literature.

It is our purpose to publish in this journal every month the facts about some phase of canned food knowledge. We would like to summarize for your convenience the conclusions which authorities in nutritional research have reached.

And here we ask your help. On this page are listed a few suggested subjects. Will you check the ones that you would be interested to read, and write in others that may occur to you? Then simply cut out the bottom part of the page and mail to us.

We want to make this service valuable to you. Your suggestions will help us.

### AMERICAN CAN COMPANY 230 Park Avenue, New York City

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*I am interested in having you publish in this journal the facts about the subjects I have checked.*

- ☐ Nutritive Values of Canned Foods.
- ☐ Conservation of Vitamins in the Canning Process.
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*(Write Suggested Subjects Below)*

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Please mail to

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**AMERICAN CAN COMPANY**  
230 Park Avenue New York City



## Page Mr. Rockefeller

To the Editor:

The question of socialized medicine has gradually been receiving more and more consideration. . .

I believe a plan can be had where there will be no objections to the middle man, the patient will receive services at a low cost, and the physician will be well compensated . . . without the interference of politics and on an ethical basis.

Several men, sufficiently wealthy and with a philanthropic trend of mind, could furnish the capital, organizing a non-profit health association which would not advertise. Complete medical and hospital care at low cost would be furnished to all who belonged to the association. Membership would consist of individuals not qualified as charity patients, but on the other hand unable to pay for hospital and medical services.

It is estimated that there are between fifty and sixty thousand people of this sort in a city of one million. The great majority of this class have no family physician.

The association would select various physicians in different localities who, although they were not remunerated on a regular fee schedule, would receive cash. This would be more than they had received previously from these particular patients.

Several physicians with well established practices could be selected as medical directors. They would aid the association in developing a high grade, efficient medical service.

In a plan of this sort the middle man gets no profit, the patient receives service at a low cost, politics have been eliminated, medical ethics have been observed, and the physician receives a fair reward for his services.

H. K. Begg, M.D.  
Cleveland, Ohio

## "Fight Fire with Fire"

To the Editor:

Recently a physician friend loaned me the February issue of *MEDICAL ECONOMICS*. This I found interesting because it presents the problems of doctors as well as of medicine. . .

Your problems appear to be: (1) more economic security for doctors, (2) nullification of the menace of state medicine.

How are you going to do anything about either if you keep on refusing to

# Speaking

take the public (who after all pays the freight) into your confidence? The public is vitally interested in the profession, is being informed on everything else, including nostrums. Why don't you go in for some propaganda of your own. . . ?

Your problem is to get in touch with the public through sincere, truthful propaganda that will urge them to do several things: (1) insist on present individualism for doctors, (2) oppose state medicine, (3) support legislation that will drive nostrums out of the field. . .

You are . . . sincere in believing that you can practice most effectively as individuals. Convince the public of that. The public . . . are interested in good health at a price they can afford. They would rather go to a family physician than to a clinic. You should have little trouble in marshaling their support against state medicine. You've got to reach them.

How? Through newspapers, radio, and lay magazines. The public does not read medical journals. Medical associations ought to get up a war chest and hire expert publicity men. . . All organizations that need public support employ masters of the art of public propaganda.

Hire your publicity men and "ghost writers." Hire time on the air, space in the newspapers and magazines; and set up lobbies of your own. . . You ought to be able to get free newspaper space on a goodwill basis. . .

If you could scotch the harmful field of patent medicine . . . divert some of that cash to yourselves for professional services, your incomes would increase. . . Publish statistics that show how harmful pseudo-medicine . . . is to health . . . how it increases mortality.

Otherwise you will be licked and will in time be grateful for the veriest crumbs of state medicine. "Physician, heal thyself."

Louis Salbitano  
Long Lake, New York



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# Frankly

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## Private Practice in Demise

To the Editor:

The medical powers that be apparently are anxious to save private practice for the doctors. But they . . . do not seem to realize that private practice has long since expired. . . Take New York as an example:

Two million patients making six million visits were treated by the clinics last year.

More than three thousand physicians on the home relief make seven hundred calls daily.

There is competition from lodge and contract practice, company physicians treating employees, board of health and various other government agencies, compensation clinics, ambulance calls, druggists practicing medicine, advertising of medical nostrums in the papers, on the radio, etc.

Therefore, that hallowed institution, the patient's choice of physician, seems somewhat cramped, to say the least.

Harry M. Silverberg, M.D.  
Brooklyn, New York

## Expenses?

To the Editor:

Will some physician be good enough to answer the following question: When an older man takes a younger man into his office on a non-partnership basis—the older man doing ear, nose, and throat and the younger man, eye work—what percentage of the office expenses should the younger bear, with everything furnished?

M.D.  
Georgia

[Replies sent to "M.D." in care of MEDICAL ECONOMICS, Rutherford, New Jersey, will be forwarded.—ED.]

## Pennsylvania's Stand

To the Editor:

It is unfortunate that the words "socialized medicine" should raise in the mind of the hearer immediate opposition, based on the wrong use of the term. . .

Objections to the plan are of various types:

*Why socialized medicine . . . in a capitalist state?*

We are of necessity living in a partially socialized condition. Our educational system is socialized. Numerous activities of our city and state are socialized; libraries, hospitals, police, lighting, and others. Medicine today is socialized, but improperly. Sixty-six per cent of hospital beds are under government control. . .

*Free choice of physician would be lost.*  
Choice is already . . . limited by a patient's funds . . . Is a patient concerned with choice of an individual physician in the Mayo or Crile Clinics? Is not the ward patient . . . in a better position for adequate care than many private patients in the same hospital?

*Personal relationship would be lost.*  
The day of the . . . family physician is long past. No one man can practice all of medicine adequately. A better type of personal relationship will result when the physician can adequately apply the benefits of medical knowledge to his patients.

*Lack of incentive would develop.*  
Medicine is hindered by money incentive. Free the doctor from this evil and he can expend all his energies in the welfare of his patients . . . and the advancement of medical knowledge. . .

*Independence would be lost.*  
What independence? Rather, loss of that grindstone, "need-to-make-a-living"; freedom from the fear of prejudices and ignorance of patients, freedom from the necessity of making concessions to conscience for things which might have been done . . . better.

*Politics would control.*  
An adequate socialized medicine system would minimize the position of politics as in the school system. . . It is dependent on the adoption of a real socialized medicine under medical control.

*Inadequate salaries.*  
In 1929 the average net income of all physicians was \$5,400. One-third of all private practitioners received less than \$2,500 net . . . Seventy thousand general practitioners received less than 30,000 . . . specialists. Socialized medicine can offer a beginners' salary of \$3,000 net. . .



## A Logical Step . . .

# PINEOLEUM

## WITH EPHEDRINE



Pineoleum has for years enjoyed the confidence of many physicians in the supplementary home treatment of acute coryza or rhinitis.

Pineoleum is now packed in three forms: (a) "Pineoleum" in 30 c.c. dropper bottles, nebulizer outfits, and large refill bottles; (b) "Pineoleum with Ephedrine" in 30 c.c. dropper bottles; and (c) "Pineoleum Ephedrine Jelly" in nasal applicator tubes.

Pineoleum may now be prescribed for supplementary treatment in whichever of the three forms best meets the needs of the case.

# PINEOLEUM

Reg. U. S. Pat. Off.

THE PINEOLEUM CO.,  
8-10 Bridge St., New York, New York.

Please send samples of Pineoleum and Pineoleum with Ephedrine.

Name .....

Street .....

City ..... State .....

*Too much taxation.*

Medicine is over-capitalized, tremendous sums are wasted on patent medicines and quackery . . . Taxation would simply be replacement of the cost of inadequate care by guaranteed adequate care. . . The four billion dollars being spent annually would . . . pay for all costs of real scientific medical care. . .

William Steinberg, M. D.  
Philadelphia, Pennsylvania

[Copies of MEDICAL ECONOMICS, mailed only to physicians, occasionally get into the hands of laymen, eliciting letters such as the following from N. J. Eichner.

Mr. Eichner gives members of the profession a chance to see themselves through the eyes of an unusual patient.—Ed.]

### A Layman Speaks

To the Editor:

. . . I wonder if you would lend the columns of your magazine to the plaint of a layman, a patient, . . . who would frankly and without bias against any particular member of the profession, . . . accuse them in all sincerity of closed minds and firmly set ideas, unwilling to venture in anything beyond the printed page of the book that they closed when they received their diplomas. . .

Your correspondent is now in his last and undoubtedly fatal sickness, ASTHMA, with capital letters all the way through, which developed from a bronchial cough. I have given this condition the best attention my limited means afforded. I have had all the local stars and I might add that, in my most truthful opinion, each did his very best for me. . .

My accusation against the modern physician is not that he is deficient in knowledge, but that he will not venture beyond the trodden path of his instructors and colleagues. . .

I have gone through no less than eight distinct treatments, each treatment identical and always with identical results. My condition has proceeded to get worse all the time. . .

Those of the profession with whom I permitted myself to become more familiar, I invited into my confidence, and explained that, from all I had been able to observe, my trouble was in my neck. . .

I have begged these doctors, "Please follow my suggestion. Operate on my



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400 U. S. P. VITAMIN D UNITS per quart derived  
from Cod Liver Oil.



VITEX LABORATORIES, INC., the producers of the Vitamin D concentrate, Vitex, used for fortifying these milks—and our licensees—express their appreciation to the medical profession for their aid in introducing this type of Vitamin D Milk.

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These Vitamin D milks have been accepted by the Committee on Foods of the American Medical Association whose judgments and requirements have been used in controlling the standards and merchandising practices of our licensees.

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be kept. These reports are required to be available at all times to the Vitex Laboratories, Inc., and all responsible Federal, State and City food control officials. This is to help assure that the milk contains the Vitamin D content claimed. Every effort is made by Vitex Laboratories to cooperate with governmental agencies concerned to maintain the Vitamin D milk in accordance with legal requirements.

A system of control has been established whereby the output of each producer is regularly assayed. Independent laboratories in more than 15 states are cooperating.

The whole process of incorporating the Vitamin D concentrate, Vitex, in milk, in all its simplicity, will be shown at our booth at the Atlantic City A.M.A. meeting June 10-14 (Spaces 2, 3, and 4); and members of the profession are cordially invited to visit us there.



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*A Subsidiary of National Oil Products Company*

**HARRISON, N. J.**



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Kellogg's ALL-BRAN is accepted by the American Medical Association Committee on Foods.

ALL-BRAN supplies mild "bulk" to promote regular habits, as well as vitamin B and iron.

This delicious cereal is a natural laxative food for normal people. Some few individuals with diseased or highly sensitive intestines should not take "bulk" in any form—either in leafy vegetables, or in bran. Except in these special cases, Kellogg's ALL-BRAN may be used with perfect safety.

Sold by all grocers in the red-and-green package. Made by Kellogg in Battle Creek.

neck either from within or without. I am perfectly willing to place myself at your disposal. . ."

They condescend to smile at my ignorance, assuming that attitude of superior intelligence, and let it go at that.

Today . . . my condition is beyond repair. . . My great grief lies in the years behind me. I am sure an alert pathfinder could have done much for me. . .

In conclusion, the writer would like to ask why the doctor considers his patient so dumb, his statements as to the source of his condition so utterly without sense or reason.

Why does a doctor feel perfectly justified in ignoring a patient's suggestions completely? I think that there are many valuable suggestions which a doctor could acquire from the humblest patient. . .

N. J. Eichner  
Cleveland, Ohio

## Pensions

To the Editor:

In answer to a letter [Speaking Frankly, December, 1934] on pensions for doctors:

Why should a doctor who has spent a lot of time and money getting a medical education, who has equipped and maintained an office, has kept himself ready every minute of the day and night, and who has not received enough cash to lay aside for his old age, not receive a pension in his declining years?

The Waggoner Bill, recently introduced in Congress, would require all railroad workers who have had 35 years of service or who have attained the age of 65 to be placed . . . on pension rolls . . .

The railroad worker works 8 hours a day and is sure of his pay. The doctor is expected to work all day and any hour of the night for which, quite often, he doesn't even get a "thank you"—much less pay for his services. . .

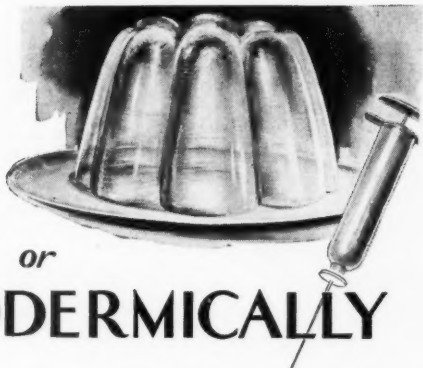
Doctors should receive a pension after they have reached age 50 or have practiced 25 years. They should receive not less than \$250 a month. . .

Surely they have earned a pension after having given a quarter of a century of the best part of their lives to relieving suffering humanity. Why should it be expected of doctors to give free services in the amount of more than one million dollars per day? Not often do grocers furnish food gratis, and landlords supply . . . rent free. . .

M.D.  
Oklahoma



# From the PLATE or HYPODERMICALLY



Of course you wouldn't use bulk gelatine hypodermically, but we do want to drive home to you the *purity* of Knox Gelatine. And why shouldn't it be when it is made as carefully as an ampule solution. Every batch of Knox Sparkling Gelatine undergoes a number of tests for purity before it is released. Its metal tolerance is less than half that specified by the U.S.P.

Knox Gelatine is a protective, reversible colloid of the emulsoid type. A single box of gelatine makes four pints of really pure jelly. *Remember* these other important facts about Knox Gelatine. It contains no carbohydrates, no pathogenic, gas or acid-forming bacteria, and it has a pH of 6.2.



Not all gelatine products are U.S.P. Why not make sure your patient gets a U.S.P. gelatine or better.

Quite a remarkable product—Knox Gelatine. Made as carefully as an ampule solution. For the convalescent, tubercular, high-protein, post-operative diabetic and infant diet where higher protein content is desirable.

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Please send me FREE your booklets, "Feeding Sick Patients",  
"Feeding Diabetic Patients" and "Reducing Diets".

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ADDRESS.....

CITY.....STATE.....



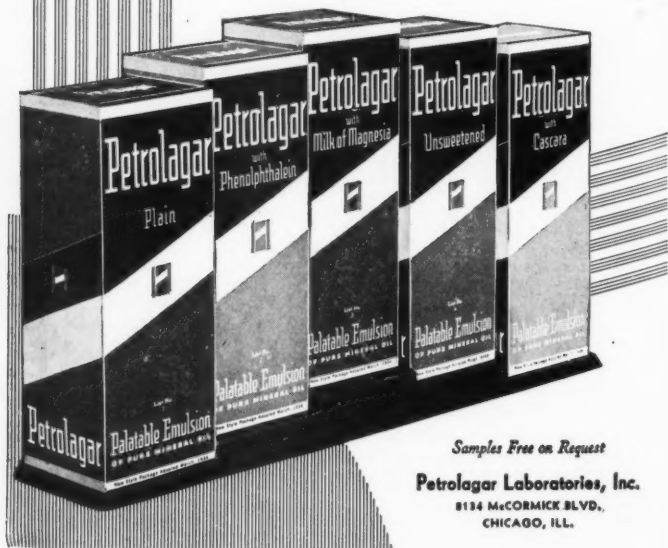


# 5 TYPES of Petrolagar

*All of which are Council-Accepted*

To enable the physician to fit the treatment to the particular need of the patient, these five types afford a range of laxative potency which will meet practically every requirement of successful bowel management.

Petrolagar is 65 per cent (by volume) liquid petrolatum of most rigid specifications, emulsified with "Number One, Silver White, Kobe Agar-agar."



*Samples Free on Request*

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## THAT STAY NEAT

• Your skilled bandaging technique finds a worthy ally in Red Cross Neat Edge Bandage. Its edges are fray-free and remain neat during use. This fabric is pure white, evenly-woven, strong and absorbent. When you apply a bandage or dressing of Neat Edge you are assured of the support and protection you planned to provide. Neat Edge is sterilized after packaging. You get all these quality features at no greater cost than that of ordinary bandages.

## ORDER FROM YOUR DEALER



## RED CROSS STERILIZED NEAT EDGE BANDAGE

• Supplied in handy, sealed cartons, dispensing type. In 10-yard lengths. Widths: 1", 1½", 2", 2½", 3" and 4".



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PROFESSIONAL SERVICE DEPARTMENT





**DURING** early convalescence as well as in digestive diseases where feeding is difficult or painful, or where the patient manifests an intolerance toward the regular diet, Ovaltine will often be found particularly valuable.

Ovaltine is readily taken by the patient because it has appetite appeal and is so palatable. Owing to the fact that it is remarkably easy of digestion, and is a bland and unirritating form of nourishment, it is often tolerated by patients where ordinary foods are rejected.

#### **Rounds Out the Diet**

Ovaltine affords an important adjunct to the diet of growing children, an ideal form of sustenance for elderly people, a nutritious meal-time beverage for the expectant and nursing mother. Nervous, insomnia-minded patients often respond to a soothing "night-cap" of warm Ovaltine.

#### **Fill in the Coupon for Professional Sample**

*Why not let us send you a trial supply of Ovaltine? If you are a physician, dentist or nurse, you are entitled to a regular package. Send the coupon together with your card, letterhead or other indication of your professional standing.*

**This offer is limited only to practicing physicians, dentists, nurses and dietitians**

# **OVALTINE**

*The Swiss Food-Drink*

*Manufactured under license in U.S.A. according to original Swiss formula.*

#### **THE WANDER COMPANY**

180 No. Michigan Avenue, Chicago, Ill. Dept. M.E. 5

Please send me, without charge, a regular size package of Ovaltine. Evidence of my professional standing is enclosed.

Dr. ....

Address . . . . .

City . . . . . State . . . . .

Canadian subscribers should address coupons to  
A. Wander, Ltd., Elmwood Park, Peterborough, Ont.



# Medical Economics

THE BUSINESS MAGAZINE OF THE MEDICAL PROFESSION

## The Foundations

.. Sing a song of health insurance

By WILLIAM ALAN RICHARDSON

AS standard-bearers for the cause of health insurance, certain American foundations have risen to "bad eminence" in the eyes of the medical profession.

How much of the calumny heaped on them can be justified is a moot point. The important thing is that opinions regarding them shall have their basis in knowledge, rather than in hearsay and hysteria.

The situation demands *facts*. And the purpose of this article is to present facts.

First a broad view of the field in its entirety. Limned against the background are some fifty foundations that contribute, in the aggregate, between ten and thirty million dollars a year for medicine and public health.

Eight of these (the Carnegie Corporation, Josiah Macy, Jr. Foundation, Milbank Memorial Fund, New York Foundation,

Rockefeller Foundation, Julius Rosenwald Fund, Russell Sage Foundation and Twentieth Century Fund) have helped further the study and promotion of health insurance through their grants to the million-dollar Committee on the Costs of Medical Care. Three (Milbank, Rosenwald, Twentieth Century) have since spent additional thousands for the independent continuation of this work, and may be considered the most active philanthropic organizations concerned with health insurance. Negligible from the standpoint of its financial donations, but also of importance, is the Pollak Foundation.

It is estimated that medicine and public health claim about 35% of all foundation expenditures; yet the portion of this 35% set aside to further health insurance is relatively small. Of the country's fourteen largest philanthropic funds only two (far from the top in size) have





**MICHAEL M. DAVIS,**  
PH.D.

"... plan after plan . .  
stified . ."

**WHO'S**

**ALBERT MILBANK,**  
LL.B.

"... our sole purpose . .  
to stimulate discus-  
sion . ."



**EDWARD A. FILENE,**  
LL.D.

"I had to go in for  
fact-finding."

**WHO**

## IN THE FOUNDATIONS

Photos by Acme, Wide World, Bachrach, Keystone View.



**C. RUFUS ROREM,**  
Ph. D.

his forte: group hos-  
pitalization



**WILLIAM T. FOSTER,**  
Ph.D.

"... six years . . with-  
out compensation . ."



**EDGAR SYDEN-  
STRICKER, M.A.**

doctors are not get-  
ting rich . ."

**JOHN A. KINGSBURY,**  
LL. B.

"differences of opinion"  
caused his resignation.



**EVANS CLARK, M.A.**

"... group payment...the  
essential element..."

**ISADORE S. FALK,**  
Ph.D.

from bacteriology to  
economic security.





concerned themselves actively with the prepayment principle.

Publicly expressed definitions of the attitude of the funds toward health insurance are usually so word-bound and, in consequence, so garbled by those who report them, that a concise statement of policy is badly needed. Contrary to popular impression, the foundations today do not urge compulsory health insurance or state medicine (some did, in the past, but have since altered their views).

None of the four funds referred to has any specific plan to offer as a panacea; yet, generally speaking, they all favor the principle of tax-supported medical care for the indigent, voluntary health insurance for the low-income classes, and private service as now rendered, for those who can afford it. All advise caution, declaring that experimentation should proceed slowly, with the cooperation of the medical profession, and accompanied by continued study of the incidence of sickness, costs of service, and methods of administration.

In these words three of the funds expand their ideas on the subject:

*Milbank*—"The purpose of the Milbank Fund is to ascertain the facts and make them available to those interested. . . Our board of directors has never endorsed compulsory contributory health insurance or any other plan to distribute the costs of medical care. The fund has not sponsored any form of legislation, federal or state, having a bearing on health insurance; nor has it given, directly or indirectly, any financial support in furtherance of such legislation. Even if such action were suggested, there is

every reason to believe it would not be favorably acted upon.

"A basis for mutually helpful cooperation in making medical care available to the lower-paid classes can be reached if there is recognition by the medical profession that a foundation interested in promoting the public health has a right to offer proposals toward that end.

"What we need is the comfort of group cooperation, instead of the discomfort of group antagonism."

*Rosenwald*—"Among a number of interests of the Julius Rosenwald Fund, there has, since 1928, been included the purpose of making good medical service more available to persons with moderate and small incomes. These aims may be achieved in part through plans of group payment (spreading the uneven and unpredictable costs of sickness over groups of people and over periods of time) and in part by plans which will improve the quality and reduce the costs of care through better organization of the professional work and the elimination of wasteful or unnecessary services and commodities.

"The present status of the medical profession, its mode of practice and financial opportunities are being continuously altered. Guidance for these changes should come jointly from the medical professions and from those who approach the problem from the standpoint of the public who pay the bills and are recipients of the service."

*Twentieth Century*—"The aim of the Twentieth Century Fund is to function as a clearing house for the exchange of information  
[Continued on page 72]





By LOUIS J. BAILEY, M.D.

# Food for Thought

**C***CAPTURE the young man's mind and you hold his interest for life.*

How often medical societies overlook this precept! Yet how important it is to the active, continuous participation of their members in organization work.

In larger societies particularly, the younger doctors are too apt to take a back seat at meetings. Chance or native aggressiveness may associate them with a group of the more active older doctors. But too frequently enthusiasm wanes and the young physician's medical society connection becomes merely nominal.

Detroit, with a large metropolitan medical society, has solved this problem by means of its Noon Day Study Club.

The club is the young doctors' forum. In it youth alone is served. The aims of the club are expressed in its formal statement of purpose: "to stimulate the study of medical subjects of general interest, and to dignify the opinions of its members by the frequent exchange of views based on their own labors. . ."

The nucleus of the study group was formed almost a decade ago.

A body of young doctors, alive to the importance of medicine's problems, began to meet regularly to discuss them.

Eight or ten only were present at the first meetings, but the growth of the club has been steady. Our members now number 175, and attendance at the weekly meetings is from 50 to 75.

Minus the back-slapping, song festing, and fancy hat wearing, our group resembles a business men's service club. Executive responsibilities are vested in a president, president-elect, secretary, and treasurer.

The president is elected a year in advance. Following election he is closely associated with the incumbent officers of the club. This insures a continuation of club policies.

Committees are appointed by the president each year to help relieve the executive staff. These committees are: program, musical, dramatic, entertainment, publications, and membership. Only one, the program committee, is specified in the club's by-laws. The others may be altered as need arises.

The life of our members, as



such, stops at age forty. From then on they must accept the status of *associate* members in order to continue their connection with the group.

Associates can talk to their heart's desire at meetings but they can not vote or serve on any committee. At present we have but 24. This fits in with the purpose of the club: to serve the youthful members of the society.

•

In addition to being under forty, and a member of the Wayne County Medical Society, a man must put up \$2 a year to belong to the Study Club. We use a membership card that also serves as a recorder. It shows the date dues are paid, the date the yearbook is delivered, the prime interest of the member (medical, surgical, specialization), and his date of birth. The latter is an automatic check on the time when

a member retires or assumes the status of an associate.

Our method of maintaining and increasing membership is simple. A committee is appointed to take charge of enrollment. Most of their work is done at our meetings which usually attract a few eligible non-members. We have a card record of these. The membership committee contacts them and welcomes them should they desire to join. At the first of the year a statement and program are sent to current members, inviting them to renew their membership.

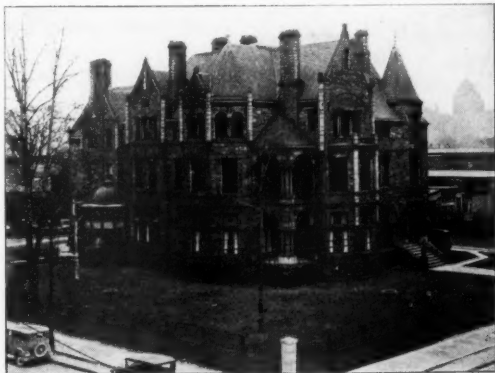
•

Three types of gatherings are engineered by the Noon Day Study Club: formal study meetings, round-table discussions, and clinical pathological conferences.

Out of thirty weekly meetings a year (the club suspends during the summer) eighteen are devoted to formal study meetings,

Right—  
Wayne  
County  
Medical  
Society  
building,  
headquarters  
of the  
Noon Day  
Study Club.

Opposite  
page—Dr.  
Bailey, club  
secretary.





nine to round table discussion, and three to clinical pathological conferences. Every meeting takes place on a Tuesday at lunch time, and lasts exactly one hour.

On Tuesday noons the lunchroom of the Wayne County Medical Society clubhouse is in possession of the Study Club. If it is a formal study meeting day, the following takes place:

While those on hand enjoy a delectable luncheon, for which they have paid 31c to 36c (tax included), a paper is read dealing with the problem scheduled for that day. This paper is usually prepared and read by one of our own members, chosen by the program committee in view of his recognized authority on a specific subject. Months are allowed for preparation.

No paper is supposed to con-

sist more than thirty minutes. Members prefer them shorter. Reading the paper and serving the lunch are finished at about the same time.

Waitresses then disappear and the reader yields place to a discussant. This man is appointed by the program committee two weeks ahead of time. Consequently, he is all set for his job. He is permitted ten minutes. If he goes over the limit, he is gavelled to his seat.

The remaining time is devoted to general discussion. The chairman in charge starts the ball rolling by calling on several doctors at random. After this the audience is sufficiently aroused to make it a matter of selection by the chair from among those who signify a desire to speak.

*[Continued on page 92]*

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## Try This Recall Card

**A**LMOST a year has passed since your last visit to my office for a health examination. I feel it my duty to recall to your attention the advisability of a periodic medical check-up if preventable illnesses are to be averted.

I shall be glad to arrange an appointment at any time to suit your convenience; or, if you prefer to have the examination made elsewhere, any registered physician can do it for you.

My purpose in sending this notice is to remind you not to neglect a procedure which it is in your best interests to continue.

Very truly yours,

.....M.D.



# Reclaiming Medical Territory

By I. K. BROWN



Ewing Galloway

A MODERN young mother, who had kept her baby under pediatric observation from birth, made her acquaintance with colic when the youngster was six months old. Of course she summoned the pediatrician who had always attended the child—only to be told that she would have to call another physician as he treated only *well* children!

No; this is no vaudeville gag but a true story. It exemplifies the manner in which physicians have circumscribed the universal field of healing with purely arbitrary boundaries.

The pediatrician who limits his practice to well children and the stomatologist who treats only the left upper bicuspid are admittedly rare exceptions. Yet there are many practitioners who shut themselves off from lucrative work for no more substantial reasons.

Dr. Louis S. Reed, investigating for the Committee on the Costs of Medical Care, found that \$67,750,000 a year go to optometrists, chiropractors, and midwives.



Not every physician will subscribe to the views given here. Yet the editors believe the article breathes enough constructiveness to outweigh a few incidental knocks.

Nine doctors, picked at random, to whom pre-proofs were sent for criticism, voiced their enthusiasm. The comments of several, minus their plaudits, appear on page 66.

Add to this \$42,000,000 for osteopaths, \$63,000,000 for chiropractors, at least an equal sum spent in beauty parlors for electrolysis, skin and scalp treatments—and you have a total amounting to *more than a quarter of a BILLION dollars annually* in which physicians could easily share if they



divested themselves of artificial prejudices and recognized that any abnormality of the human body is a proper object of medical attention.

Take chiropody as an example. The average chiropodist earns \$3,000 a year from the treatment of such foot ailments as corns, bunions, ingrown nails, fallen arches, and so on.

The perfect foot is a rarity to-

suffice to prepare any general practitioner for this work.

The initial entry into the field is a matter of tact. Most patients would prefer their physician's services to a chiropodist's if the former were but willing to minister to the feet for a moderate charge. A health examination, a complaint about the feet, furnish the occasion for a start. Once a beginning is made, the volume of

Ewing Galloway



"Midwives, masseurs, cosmeticians, and commercial laboratories flourish because they offer quasi-medical services at less than professional fees."

day. People want and are willing to pay for relief from the minor but painful abnormalities that make walking, standing, and even just wearing shoes a torment.

Given a little training, any physician could handle these conditions. But the medical schools ignore them, and practitioners have come to feel that it is beneath their dignity to treat them.

Dissociating oneself from habit, it is hard to see why it is more dignified to lance a boil than to remove a corn. Both are abnormalities; and the corn no less than the carbuncle can be extremely painful and disabling.

A textbook on podiatry, coupled with a brief period of attendance at a foot clinic, would

work automatically mounts.

The same is true of massage and other measures of physical therapy. Too many practitioners ignore the benefits of such procedures. No small percentage of the hundred-million-dollar following which chiropractors and osteopaths enjoy is due to the stimulating effects of manipulation.

It must not be imagined that a strong pair of hands and a diathermy machine are all that is required for this type of treatment. True, it is all that most chiropractors bring to it; but that does not suffice for the physician.

In New York the committee on physical therapy of the state



medical society gives practical courses in this work. Where neither such instruction nor clinic service is available, textbooks must be relied upon.

There are many occasions in daily practice when physical therapy would prove beneficial to the patient. To the physician with proper training, this is a legitimate source of income that should not be ignored. With private practice dwindling as a result of the depression, there is no need to call in lay assistants for work that the doctor is well able to do.

The rapid growth of lay groups that encroach on medical practice is due in large measure to the prescribing habits of physicians. A practitioner wants a colonic irrigation done; and instead of having the treatment given in his own office he sends the patient to an outside technician. The next time the patient feels similarly indisposed he goes directly to the lay agency instead of to his doctor. The rural practitioner, who gives his own irrigations, does his own massage and treats ingrown toe nails or anything else that comes along, does not sustain such losses.

Many of the women who throng beauty parlors for the relief of minor skin ailments properly belong in a doctor's office and would be there if the profession displayed more interest in cosmetic abnormalities. A poor skin, a scaly scalp, hypertrichosis, are usually the product of an endocrine derangement or other constitutional disturbance. They are more effectively treated by a physician who traces them to their source than by a lay cosmetician whose remedy lies in "facials," lotions, and creams.

Unfortunately, many practitioners who are genuinely interested in the underlying systemic abnormality dismiss its cosmetic manifestations lightly. Yet it is precisely this which often disturbs the patient most.

There is nothing unprofession-

al in the treatment of dandruff, oily skin, or hypertrichosis. Rather is this a modern, progressive interpretation of the scope of medicine.

The woman who suffers from a conspicuous hypertrichosis is as much in need of relief as a patient with a functional disorder. While her disfigurement may have no effect on physical health, it may seriously threaten her psychic and emotional stability. She is going to get treatment somewhere. Why not at her doctor's?

Thousands of physicians are sitting idle in their offices while uneducated girls doing electrolysis are earning \$35, \$50, \$100 and more each week. There is no reason why the general practitioner should not add this simple technique to his professional equipment. The instrument is inexpensive, the cost of operation negligible.

In this type of work, it should be remembered, *almost every case treated is a source of additional references.* And at least some of the latter stay on as regular patients.

Even if a physician has no wish to branch out into these fields himself, he should be interested in keeping the legitimate boundaries of healing intact for the rest of the profession. The practitioner who dismisses a request for a "face lifting" as trivial, or refuses to advise a patient who wishes to have his nose reconstructed, must bear part of the blame for the influx of unqualified cosmeticians into the field of plastic surgery. It is the duty of every physician to see that those of his patients who desire such services stay within the purview of orthodox medicine and reach qualified medical men.

Many doctors complain of the encroachments of commercial x-ray and pathological laboratories, but the profession itself

[Continued on page 64]



# Moles Are

**W**HETHER the periodic health examination is worthwhile or not is a matter for academic argument. Admittedly, there is some indifference to the health audit among physicians.

Yet the fact remains that the idea is sufficiently approved by the profession as a whole to warrant our thinking about means of furthering it.

The formula for a successful practice in preventive medicine is so simple as to have often been overlooked. It may be summarized in three words: *systematic follow-up*.

Over a period of time, by educating everyone who appears at his office in the value of the periodic check-up, the average general practitioner can substantially augment his work in this sphere. Retaining these health-conscious clients from year to year depends largely on sending them regular reminders. Patient-recall cards should be as much a part of the physician's office routine as are his monthly statements.

That dignity and sound ethics can go hand in hand with the periodic health audit is evidenced by the recall card suggested on page 20 of this issue. The user of such cards has little to lose; they cost but a trifle, and often bring extraordinary results. Furthermore, printed cards have a significant advantage over personal letters in that they do not make the physician appear over-anxious to stimulate practice for himself.

An instance in the dental field where 74 practitioners mailed recall cards resulted in 18% of the patients contacted appearing in their den-



## Cheaper

tists' offices for examination. The benefit to these people was immeasurable; and, incidentally, the dentists received from this one mailing more than \$3,100 in fees, or an average of \$42 each.

If the health audit were simply a money-maker for professional men, its promotion would be unjustified. The truth is, however, that if a patient falls heir to some disease which could have been prevented, its treatment will cost him infinitely more than a health inspection would have in the first place. This ought to be made clear to him. Explain that a mole is cheaper to remove than the cancer which sometimes results from it.

A survey completed recently by Dr. A. A. Hall, of Columbus, Ohio, shows that only about half our state and territorial medical organizations have taken part in the health examination movement; that only about one third of all public health associations have cooperated with the medical profession in this work; and that scarcely more than half the medical schools stress periodic health inspections in their curricula.

To allow this situation to continue is to run the risk of serious consequences. Unless medicine takes a more active interest in preventive practice, life extension institutes, keep-well clinics, and other agencies may be expected to take over an increasing portion of the work. Attempts by the physician to recapture it then will likely prove in vain.

*H. Sheridan Baker*





Northern Pacific Photo

"You can take a man out of the West, but you can't take the West out of a man."

Before testing this enthusiastic opinion by trailing Dr. Elmer to the "where men are men" country, you will want to know something about expenses, the ranch country in general, how to get there, clothes and equipment, types of ranches, the food they serve, hunting and fishing, pack trips, social activities, and what sort of fellow dudes you are going to find at the various places.

Medical Economics will round up such data and have it shipped to you at your request.



# I'm a Dude

By W. H. ELMER, M.D.

"GET away for at least a month," urged my surgeon-colleague.

Here was the excuse I had been waiting for. For some time past I had wanted to see the West, to ride horseback again.

Blast the depression! Self-preservation, man's strongest instinct, demanded that I "get away." I decided to beat it to a dude ranch.

A month later I was sitting in the midst of sagebrush looking at a scene that I had thought to find only in picturebooks. The highest peaks of the Tetons stood just opposite me, some five miles distant over a couple of benches.\* In the foreground squatted the ranch houses and cabins, amid a lush grove of evergreens and aspens. Behind me ran the brawling torrent of the Snake, cutting into its banks at every curve.

Suddenly I heard a voice. "Have you taken root?" It was mine host's wife. She wore overalls, high-heeled boots, and a man's hat.

"You may find it a little slow for a few days," she observed. "The 'dudes' have only started coming."

I looked blank.

"Guess you've never been this far west before. Vacationers are 'dudes' here," she explained. "But don't confuse the term with

its eastern meaning. It distinguishes you from the 'roughnecks'—the ranchhands."

She had paint on her clothes. Her husband appeared shortly with dabs of fresh cement on his badly worn five-gallon hat.

We got comfortable and I asked a few leading questions. I learned something of the history of the place: their fights against slack seasons, drought (for theirs was a business ranch as well), and the inroads of the stream on their property. They had recently had to build wing dams to keep the stream back and then had to tear them out when the river cut in behind them. They looked tired but contented.

"It takes all the running you can do to stay in the same place," opined Mr. Ranchman.

I had picked this place by a process of elimination from a mass of literature on these western resorts furnished by an obliging railroad. You may find among them whatever suits your particular talents.

If you want fishing you can single out those that differ only geographically from the lodges of the north woods.

Do you require all the comforts of a Fifth Avenue mansion? They are there for you with push buttons, caviar, cham-

[Turn the page]

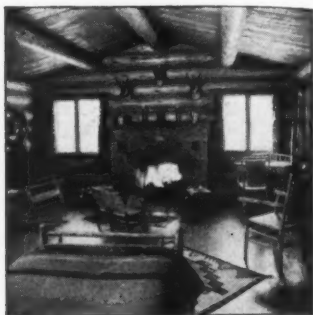
\*Steep slopes.



pagne, and lackeys.

But if you want to live in the open, eat nourishing food, meet a congenial set of people, sleep in clean beds—in short, live in the comfortable but frill-free surroundings of an ordinary home, with all the attractions of the West—you will find many ranches of this type ready to accommodate you.

One evening, just before supper, the owner of the place, he of



"Roughing it!"

the cemented hat, disclosed himself in his dinner clothes (another pair of overalls). He was stretched out on his back with a guitar across his stomach. Sounds more suggestive of hunger than of a musical soul, welled in his throat.

Finally: "Gruumph! What's the matter with that grub gong? Do you play bridge?"

The unrelated questions flooded me. I couldn't tell him about the dinner bell. As for bridge, "I like the game," I admitted. But cards, as far as I was concerned, were out. I found my time too taken

up with other matters.

In the evenings after supper, groups would form at the corral. Wranglers were quick to sense the presence of a tenderfoot—a possible victim for some of their tall stories. Perhaps there would be a moonlight trip on horseback to Blacktail Butte; or, if nothing else offered, smoking a meditative pipe was worthwhile—smoking and watching the light fade beyond the mountains, till their depth lost itself in the deepening blue haze. They looked for all the world like mammoth stage settings, those mountains.

Then there was Bob—wrangler, manager, and Lord-High Everything Else. He was a genius in the art of running a ranch. He could ride anything. It's my belief that the toughest bronc to be found would eat out of his hand.

Among Bob's duties was the job of sizing up the dudes as they appeared, and picking out a horse fitted to their riding ability. I think he did this mostly on the basis of the facial expression of the prospective horseman as he appeared at the corral for his first attempt.

"I haven't thrown a dude in five years," he told me one day. Gazing at his shoulders, I understood that he was talking of his responsibility in horse picking.

When I first arrived Bob selected a horse for me. The animal was saddled and I was instructed in the art of climbing up without a stepladder and getting started in the right direction.

"We ride here without any attention to style," reassured Bob. "Ride any way that's most comfortable and you'll look all right. You can sit, post, put your



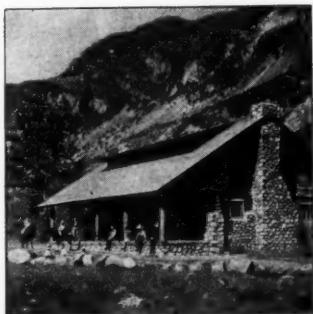
weight in the stirrups and take your weight out of the saddle, or stand up in the stirrups," he catalogued. "We ride with a long stirrup and loose rein. You'll catch on before you've been here a week. Eighty per cent of our people have never been closer to a horse than the front row of a circus." This last came over his shoulder as he jumped into the saddle of a frisky young bronc. My demonstration ride had started.

Riding is the basic sport at dude ranches. If you're going on a picnic, you ride. Out on a calf hunt, you ride. Want to climb the Tetons? Then, ride. If you haven't had enough riding during civilized hours, you can go out after the horses with the wranglers in the early morning.

Then, too, pack trips are arranged for those who want them.

But to get back to my demonstration ride. My instructor started up a slope, steep as the pitch of a roof. Major, my horse, objected. The corral looked better to him and the dude on his back

"Howdy, stranger"—when wranglers meet dudes.



Home for the horseweary.

at that moment was an unknown quantity. He got halfway around before I knew what he was up to.

"Kick him," ordered Bob in a matter-of-fact way.

I dug my heels into the Major's sides. He obediently started up the slope.

"Grab his mane and pull yourself up out of the saddle," came further advice.

I did as I was told and the horse seemed to find the going easier. A mad scramble at the top, then reversion to the Major's favorite gait, best described as somnambulistic.

"Major is a little slow," I was told. "You have to keep kicking

[Continued on page 58]



Northern Pacific Photos



# Location Survey

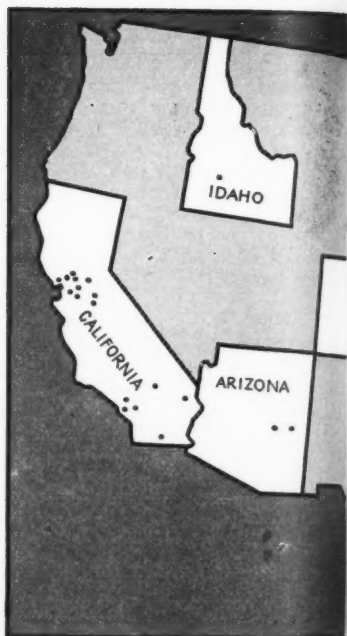
**L**OOKING for a location? If so, the list of towns that begins on page 32 may start you off in the right direction. It catalogs places where the ratio of population to physicians indicates enough patients to provide practice for one or more additional doctors.

Eleven states (picked alphabetically) are covered this month. Subsequent issues of **MEDICAL ECONOMICS** will complete the survey for the United States.

The 1930 U. S. Census and the American Medical Association's 1934 directory of physicians constitute the two references used. Data obtained therefrom is as accurate as these sources allow.

The population of all places in the eleven states having 1,000 inhabitants or more has been checked against the number of physicians practicing there. Towns that look promising in this respect appear in the list that follows.

To illustrate: the U. S. Census says that Homewood, Alabama has a population of 6,103. The A.M.A. directory reports only two physicians there. *On the basis of these facts alone*, it would seem that the town has

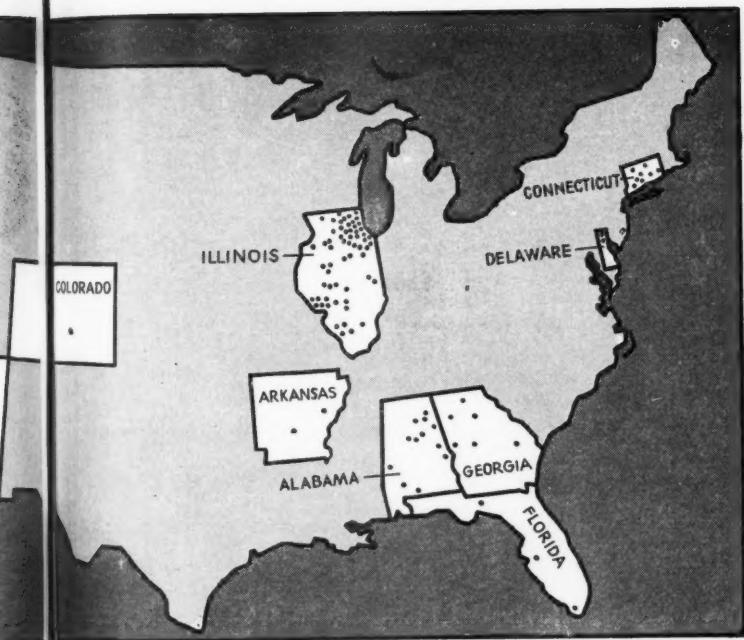


enough people to require four more doctors—liberally allowing 1,000 people for each M.D. (national ratio 760:1).

But don't, at this point, grab your hat and baggage, with the idea of rushing to stake a claim in the most convenient place listed. *The catalog of towns*—and this can not be overemphasized—*simply suggests places that deserve investigation*. If 50% of them prove to be good *bona fide* locations, their publication will have been worthwhile.

When looking into any of the places mentioned, questions like these should bring forth satisfactory answers:





1. What competition is offered by physicians in nearby towns?

2. What is the financial status of the people? (Watch out for "boom" towns.)

3. How much of a grip has contract practice on the local populace?

4. Within the last decade, how many doctors have come and gone? (Be careful of your decision on this. Get all the facts. Conditions may have changed.)

5. How old are the physicians already on the scene?

6. What hospital facilities are accessible?

7. How about the climate? (This is not as inconsequential as it sounds. In some places the mercury fluctuates above 100°



This month's map shows 114 towns in 11 alphabetically picked states, each town having less than one physician per 1,000 population.

a large percentage of the time.)

8. Can you adapt yourself happily to the surroundings offered?



The safest and surest method of finding out whether or not any of these places means an opportunity for you is to conduct a personal investigation.

You may be able to get some



worthwhile supplemental information by mail, from chambers of commerce, postmasters, and other sources. But this can not always be relied upon.

So plough up the ground yourself. If, after careful appraisal, it looks unproductive, leave it alone. If, on the other hand, its fertility is assured, your time will not have been wasted.

After the name of each of the following towns is given its population and the number of physicians reported there:

Alabama	Population	Physicians
Phenix City	13,862	6
Alabama City	8,544	7
Homewood	6,103	2
Lanett	5,204	2
Tarrant City	7,341	5
Bevelle	1,276	None
Blue Mountain	1,134	None
Brighton	1,708	None
East Brewton	1,002	None
Lipscomb	1,774	None
Mignon	2,407	None
Arizona		
Miami	7,693	5
Clifton	2,305	1

Arkansas	Population	Physicians
West Helena	4,489	3
New Rocky Comfort	1,056	None
California		
Brawley	10,439	8
South Gate	19,632	16
Albany	8,569	5
Bell	7,884	5
Daly City	7,838	3
Hawthorne	6,596	4
Lynwood	7,323	6
Santa Clara	6,302	5
South San Francisco	6,193	4
Torrance	7,271	5
El Cerrito	3,870	1
Needles	3,144	2
San Bruno	3,610	1
Signal Hill	2,932	None
Sunnyvale	3,094	2
Corte Madera	1,027	None
Emeryville	2,336	1
Ross	1,355	None
Colorado		
South Canon	1,471	None
Connecticut		
Norwalk	36,019	28
Torrington	26,040	21
Ansonia	19,898	17
East Hartford		
(town)	17,125	3
Naugatuck	14,315	10
Stratford (town)	19,212	15
Jewett City	4,436	3
Unionville	2,135	1

[Continued on page 56]

## Life Extension Institute Under Fire

ATTORNEY GENERAL BENNETT (N. Y.)  
MOVES TO DISSOLVE CORPORATION

**T**WENTY-TWO years ago William Howard Taft, fresh out of the White House, gave the go-ahead signal to a Yale professor and a New York builder.

Harold Alexander Ley, the builder, and Irving Fisher, the professor, had completed plans for making money out of a phase of medicine that up to that time

had received no mention in any medical literature: periodic health examinations. The oddly coupled pair had gotten together \$150,000 to substantiate their claim that the Life Extension Institute would be a going concern.

In addition to the idea, the personnel, and the money, another ingredient — reinsurance — was



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necessary to the Institute's success formula. Ex-president Taft supplied it when he showed that the Institute would operate without violating the law which forbids the practice of medicine to corporations.

"Never prescribe, never diag-

makes a medical diagnosis and is therefore on the wrong side of the law.

Once before, more than a decade ago, the attorney general's office made an attempt, without success, to wipe out Ley's life-extending business. But since that

Acme



**HAROLD ALEXANDER LEY**

.. his henchmen objected ..

Acme



**JOHN JAMES BENNETT, JR.**

.. to his attack.

nose! Stick strictly to *discovery* of ills," came, in effect the Taftian reassurance, "and you will be within the law."

So certain of his ground was the lawyer ex-President that he agreed to become one of the Institute's directors.

Last month, Attorney General John James Bennett, Jr., of New York State, begged to differ with Taft's opinion. He has instituted suit in the State supreme court to dissolve the corporation.

Bennett's brief claims that the corporation, by explaining to a client that he has certain symptoms and shortcomings not found in perfectly healthy individuals,

time similar organizations have been erased or nipped in the bud. Each year for the past ten successive years New York prosecutors, through either actual or threatened suit, have padlocked six or eight organizations.

As recently as March 22, 1935, United Medical Service, Inc., of Chicago, a promising health-checking firm, suffered a setback at the hands of Superior Court Judge M. L. McKinley, of Illinois, who decided that the firm was out of order. However, the judge's ruling was appealed and his action stayed.

Last month's attack by New York State on Harold Alexander



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# CLINICAL SCOPE of the *Anti-Rheumatic* of CHOICE

---

OVER 7 YEARS of clinical observation in the practice of thousands of physicians and the clinics of leading hospitals has established a consistently high percentage of favorable results in cases diagnosed as:

<i>Arthritis</i>	{	<i>Atrophic</i>	<i>Gonorrheal Arthritis</i>	
		<i>Hypertrophic</i>	<i>Neuritis</i>	<i>Sciatica</i>
		<i>Infectious</i>	<i>Lumbago</i>	<i>Myositis</i>
<i>Arthritis Deformans</i>		<i>Gouty Diathesis</i>	<i>Bursitis</i>	
<i>Osteo-Arthritis</i>		<i>Acute Rheumatic Fever</i>		
<i>Acute Articular Rheumatism</i>				

Write for full size package of 48 capsules, each  $3\frac{3}{4}$  grains, and brochure, "The Role of Mono-Iodo-Cinchophen Compound (FARASTAN) in the Treatment of Arthritic and Rheumatoid Conditions"—A Digest of the Published Work.

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THE LABORATORIES OF THE FARASTAN COMPANY  
137 South 11th Street      Philadelphia, Pa.

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Ley *et al* was strengthened when Supreme Court Justice Richard P. Lydon ruled that the Attorney General might include in his complaint the reports of findings on six persons allegedly examined by the Institute.

"Such reports are evidentiary and would prejudice and embarrass a fair trial," objected the Institute's legal henchmen.

"Not so!" scored the justice, in effect.

Shortly after Attorney General Bennett had started his attempt to do away with the Life Extension Institute and its \$1,000,000 annual business, MEDICAL ECONOMICS was enlightened on a number of interesting points. President Ley himself volunteered these facts and explanations:

Since 1913 the Institute has examined 1,600,000 persons.

The business of the Institute comes from three sources:

1. Insurance companies who send their policyholders to be examined for \$5 (paid by the company). Such cases constitute 95% of the total. The insurance companies pay the fee cheerfully, happy in the thought that their clients may live 18% to 20% longer than otherwise.

2. Employees of business concerns who wish to maintain a healthy personnel. This source accounts for two per cent of all examinations.

3. Individuals attracted by the Institute's advertising, who pay \$15 and up per year to find out what's the matter with them. Three per cent of the total here.

At present 10,000 doctors from all over the United States are on the Institute's roster as corresponding examiners. They receive \$2.50 for each Institute ex-

amination. There are about 200 people in the employ of the Institute's home office, 40 or 50 of whom are doctors. Only two or three of these work full time, being employed in technological and laboratory work. The rest spend half their time at the Institute and half at their private practices.

When the Ley-Fisher-Taft combine first swung into action their purpose was to serve insurance companies only. But requests for periodic examination service began to come in from individuals. The idea appealed and seemed to be within the law. Subsequently an educational advertising campaign was inaugurated.

Two years ago the Institute's advertising was discontinued. "Out of deference to the objections of the profession," explained Mr. Ley. "And the minute we stopped advertising," he added, "it was a blow to the medical profession financially. Every dollar that comes here means \$20 going to physicians."

P & A Photo



WILLIAM HOWARD TAFT

"Never diagnose!"



# INVESTMENT HIGHLIGHTS

## How current developments affect your securities

By F. H. McCONNELL

**“WITH** all that money at work, something is bound to happen.”

Such is the conclusion reached by virtually all the financial leaders of Wall Street who now are mulling over the question of what industries will be the first to be stimulated by the nation's ambitious pump-priming experiment—the \$4,880,000,000 works relief program.

Academic discussions of credit inflation versus currency inflation have been abandoned, at least for the time. Trained financiers who have weathered financial storms before scent profits in the making, and are analyzing the government's program with the appraising eye of a surgeon about to operate.

Based on the record to date, these facts seem clear:

The flow of works relief funds will start soon, with no long delays such as characterized previous public improvement projects.

The peak of expenditure will be reached by November or December, 1935, with plenty left to carry the momentum well into next summer even should private initiative fail to respond to the stimulus.

Early disbursements and the industries they probably will influence appear to be of the following general character:

*Agricultural projects*, \$1,000,000,000—for anti-soil erosion, reclamation, reforestation, rural electrification. Companies to benefit should include those in the steel and wire, chemical, electrical equipment, and machine-tool industries.

*Grade crossings*, \$800,000,000—a government undertaking which is bringing a ray of gladness to the hearts of railroad men who have fought stubbornly against the proposal of matching the government dollar-for-dollar in eliminating railroad and highway intersections. Companies comprising the cement, lumber, steel, and building equipment groups stand to benefit. Stocks in the last two groups are especially favored.

*Self-liquidating projects*, \$900,000,000—this amount to be allotted to the states and municipalities for use in any approved types of local projects. The benefits promise to be widely diffused. Cement and steel concerns will doubtless share. Building equipment and machine-tool stocks are particularly worthwhile purchases.

*New housing*, \$450,000,000—long suffering lumber companies as well as other building material groups are the natural gainers from this appropriation.

## Bond rise seen

**A**NOTHER patriotism-stirring memory of the World War is scheduled to pass from daily reminder on October 15 when the nation's newspapers will cease publishing tabulated quotations of U. S. Liberty Bonds. The re-



# for Constipation

**TAXOL TABLETS**—A safe, simple, more effectual method for the treatment of constipation... Use followed by normal, well-regulated bowel movements... non-habit forming.



*A few excerpts from some of the published papers on Taxol:*

"...Many of these patients have had the enema or cathartic habit for years. With the administration of Taxol, these were entirely eliminated. The stool produced was normal, the movements regular and there was no presence of diarrhea, or any by-symptoms..."

"...Taxol acting as a cholagogue as well as a laxative seemed to curb the putrefaction and aided in helping the mucous membrane to return to normal condition..."

"....We found that after treatment with this preparation (Taxol) for seven to ten days, it was possible to diminish the dose without any reduction in its effectiveness..."

TAXOL WILL NEVER BE ADVERTISED TO THE LAITY

TAXOL IS NON-HABIT FORMING



# TAXOL

**T**AXOL has been considered, internationally, by physicians, as the "physiological treatment" for constipation. Of its three ingredients - extract of the intestinal glands, biliary extract, and agar-agar - the extract of the intestinal glands and the biliary extract act as hormones, simulating the complex secretions found in the intestinal tract, thus aiding, as shown in recent clinical tests, in the re-introduction of normal, well-regulated bowel movements.

The patient appreciates the Taxol prescription, for Taxol easily swallowed, produces no untoward symptoms - no griping, cramping, no "leakage", nausea or diarrhea.

**Indications:** All types of constipation.

**Dosage:** 1 to 6 tablets daily before meals or before retiring; swallow without chewing; begin treatment with 2 tablets, increase or decrease as necessary.

*A Product of*

**LOBICA LABORATORIES, Inc., 1841 Broadway, New York, N. Y.**

## MAIL COUPON FOR SAMPLE AND LITERATURE

Lobica Laboratories, Inc.  
1841 Broadway, New York, N. Y.

Gentlemen: Please send clinical sample of Taxol and literature.

..... M. D.

Address .....

City ..... State .....



maining \$1,250,000,000 of Liberties, of which \$8,000,000,000 were outstanding two years ago, have been called for redemption.

To the bondholder this action might seem to presage a relaxation within six months of the government's continued policy of forcing interest rates down. But there is no apparent likelihood of such change. The government still faces important financing jobs. One task alone, which will call for financial wizardry, will be that of refunding on a long-term basis a large part of some \$11,000,000,000 of short-term government securities now outstanding.

Government banking advisers report that the downward course of interest rates will continue. If so, prices of bonds—not only governments, but also good corporate issues—should rise.

### Motors look attractive

**C**ONGRESSIONAL arguing over the soldier bonus and Wheeler silver measures have again given rise to discussion of possible inflation—whether credit inflation or actual currency inflation is a still much mooted point. Investors, accordingly, have

been seeking a way to shift capital or otherwise hedge themselves against the possibility of holding shares which will not participate equally with more volatile issues should such inflation occur.

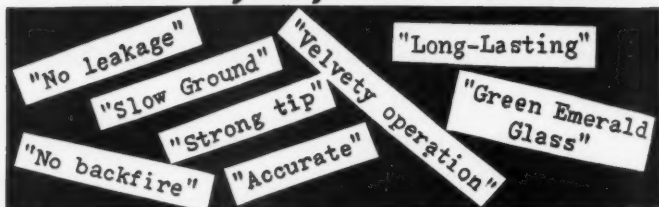
In seeking a guide to the future, memories hark back to the billion-dollar disbursement of several years ago. The automobile group, more than any other, felt the benefit. Motor shares are attractive buys.

### Packers scared

**A** SIGNIFICANT, but little heralded development was the recent consumers' strike in Los Angeles against butchers. The striking housewives' cry was: "Prices are too high, our incomes too low!" Reasons were readily provided to explain the rise, but they fell on deaf ears.

Because of a growing belief that meat prices are soaring out of reach of the average consumer's buying range, many shrewd speculators are keeping their distance from the packing company shares. The Los Angeles incident is interpreted by them as an illustration of a nationwide sentiment that is strong, though still silent. [Turn the page]

## *A VIM Syringe is* **DEPENDABLE**







## Can a Portable, Moderately Priced X-Ray Apparatus be Practical and Efficient

*The Answer is YES—with this  
G-E Shock Proof Unit  
(OIL IMMERSSED)*

If you are one of the many who have hesitated at buying a small, low-priced x-ray equipment, in the belief that it could offer only a mediocre quality of work, you are due to receive a pleasant surprise.

Many have been dispelled of the same belief since becoming users of the G-E Portable Shock Proof X-Ray Unit. The radiographs they are producing with it in daily practice are of that consistent diagnostic quality which they dared not even hope for—radiographs requiring no apology whatsoever.

The reason lies altogether in the features of advantage inherent with the design of this unit, which utilizes the principle of oil-immersion of the entire high voltage circuit—even to the x-ray tube itself—in a simple container. The result is 100% electrical safety, remarkable compactness, and a flexibility of application which, in combination with a very fine focal spot, produces radiographs of a quality not excelled by any other unit, considering its range of application.

The accompanying illustrations give you some idea of the adaptability of this unit to your office work, as well as to emergency radiography in the patient's home. Even though it be purchased with the office x-ray table specially designed for it, the feature of portability remains unchanged.

There is every good reason why you may be interested in the complete descriptive literature, the low price, and convenient terms of payment. Use the coupon.

**GENERAL ELECTRIC X-RAY CORPORATION**  
2012 JACKSON BLVD. *Branches in All Principal Cities* CHICAGO, ILLINOIS

Please send, without obligation, full information on the G-E Portable Shock Proof X-Ray Unit to

Dr. \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

N11





Even the packers are concerned with their ability to hold present prices up. Hence, a switch from packing into some other favored groups is generally advised.

## No plunging!

ONE of the former "greats" among Wall Street bankers, now retired but still active, expressed his views recently to the correspondent of MEDICAL ECONOMICS.

"I never saw capital so undetermined as at present," he said. "Some say we'll have inflation, yet moneyed men are not hoarding commodities or commodity shares. Others say we are in for further deflation, but individuals of wealth are not rushing in pell mell to buy prime corporate bonds. Their price rise has been due to scarcity value and to government credit operations which will continue. Still others say we're headed for Communism, yet no one is shipping capital out of the country. The so-called big investors are standing by."

That this policy is not unsound, at least to the extent of guarding against investors plunging headlong into any one type of security or other investment, is borne out by recent reports of some of the leading investment trusts. They still are keeping plenty of cash on hand, although recently there has been better

buying by them of good common stocks, particularly those of companies with large inventories that might be influenced by rising commodity prices.

## Menace to oil shares

BUSY Wall Street news tickers recently reported the bringing in of another new oil well, the first in a considerable time. It naturally gave rise to the question of advisability of buying natural-resource stocks, a group which, all things equal, would be among the first to benefit in case of inflation.

But keen discrimination in just what group is selected must be shown if the speculator is not to be disappointed. Competition within the industry is, for example, one important consideration.

Oil and copper furnish a striking case in point. For that reason, shares of companies engaged in these industries are not considered so good a speculative risk at present as those of industries in which competitive conditions are less menacing.

Excellent examples of the latter are to be found in such industries as the sulphur, nickel and aluminum resource groups. It would seem the part of wisdom to shift some holdings, purely as a safeguard against possible inflation, from the former group into the latter.

## CEANOOTHYN

Alkaloidal Coagulant  
Physiologically Standardized

Samples on request

FLINT, EATON & CO., DECATUR, ILL.

## SAFEST—

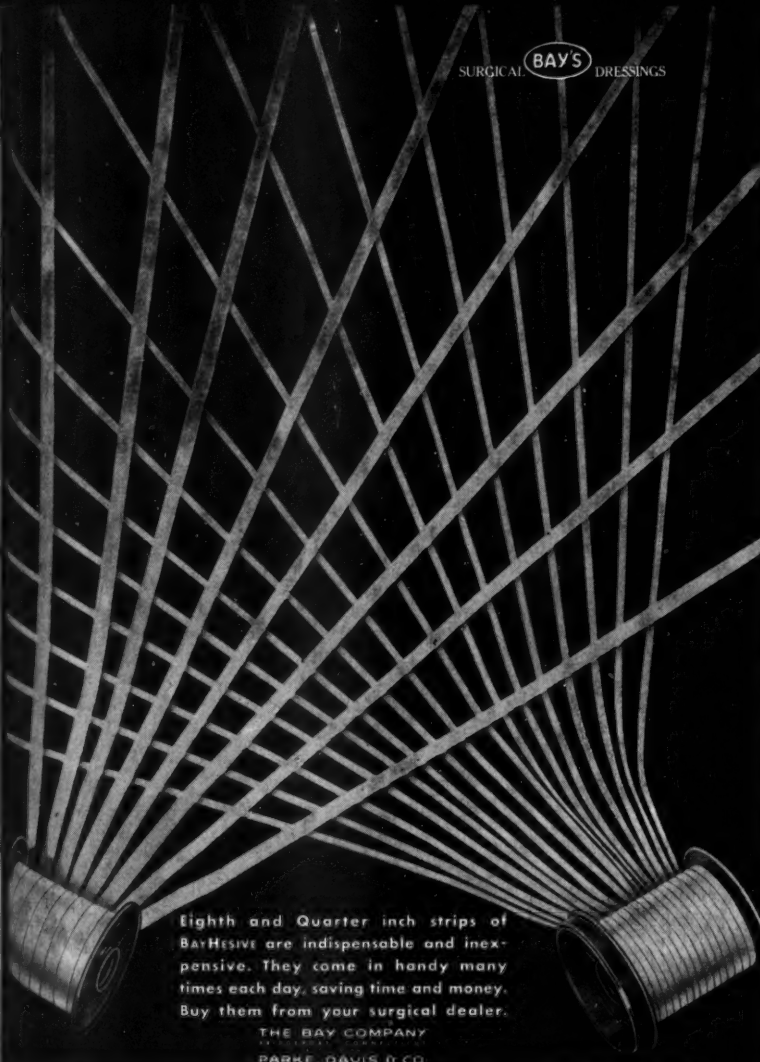
For Prevention  
For Control

IN

## HEMORRHAGE



SURGICAL **BAY'S** DRESSINGS



Eighth and Quarter inch strips of BayHesive are indispensable and inexpensive. They come in handy many times each day, saving time and money. Buy them from your surgical dealer.

THE BAY COMPANY  
110 N. BROAD ST. BRIDGEPORT, CONN.  
PARKE, DAVIS & CO.

THE BAY COMPANY, Bridgeport, Conn.

ME-5

Gentlemen: Please send me a sample of BayHesive.

Doctor.....  
Address.....  
City.....State.....  
Dealer.....



## PRE-NATAL PROPHYLAXIS

**D**URING pregnancy, the obstetrician and gynecologist must be on guard against gonorrhea without symptoms — latent gonorrhea, a condition made possible by the peculiar property of the gonococcus of remaining quiescent and inactive for long periods.

Pre-natal prophylaxis seeks to protect both mother and child against a possible reactivation of the latent organisms.

As a most effective measure, a distinguished obstetrician highly recommends the employment of tampons saturated with 25 per cent Argyrol solution, in all cases in which there is suspicion or history of gonorrhea in one parent or both.

Pre-natal Argyrol therapy is not intended as a substitute for the usual instillation in the child's eyes, but as a preparation for the passage of the infant through a parturient canal which has been freed from the destructive action of the gonococcus and other pathogenic organisms. The obstetrician will find in this employment of Argyrol, a most useful aid in the prevention of eye infection in the infant and tubal extension in the mother—without the slightest danger of injury to either, because Argyrol is extremely mild and non-irritant even to the most sensitive tissues.

Obstetricians and gynecologists find great convenience in the new Argyrol tablets, because they insure accuracy, certainty of product and saving of time in the doctor's office, in the operating room and at the patient's bedside; wherever, in fact, a fresh solution of Argyrol is quickly desired. Drop 4 tablets in one-half ounce of water and you have a 10 per cent solution in a few minutes; other strengths in proportion.

To insure better results, be sure you use *Argyrol*.

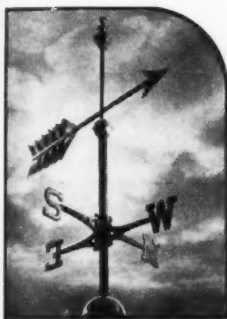
**NOTE:** We have just completed a series of three booklets covering the fields of (1) urology and gynecology, (2) ophthalmology, and (3) otorhinolaryngology, which describe the best methods of employing Argyrol. These booklets represent the consensus of expert medical opinion as expressed in literature and clinical teachings over a period of 30 years. Any one or all three will be sent free to any physician on request.

**A. C. BARNES COMPANY**  
(INCORPORATED)

*Sole Manufacturers of Argyrol and Ovoserrin*  
**New Brunswick** **New Jersey**

*"Argyrol" is a registered trade-mark, the property of A. C. Barnes Co. (Inc.)*





## The Newsvane

### Medical-Economic Association Started

Declaring that nothing less than complete divorce of the business and the science of medicine will permit a reasonable solution of today's medico-economic problems, John W. Hansen, M.D., of Milwaukee, Wisconsin, has established "The Physicians' and Surgeons' Economic Association of the United States of America."

The organization is said to be absolutely independent. It proposes to devote its entire time to the economics of medicine.

A few weeks ago Dr. Hansen decided to finance a meeting and start the ball rolling. Accordingly, he sent postcards to about 900 physicians in his county, inviting them to "a one hour's talk on the present medical-economic situation, with the purpose in mind of forming a separate medical economic society—national in scope." February 28 saw some 150 doctors in attendance.

As envisioned by Dr. Hansen, the Physicians' and Surgeons' Economic Association is to be composed of a national unit, state units, and city units—all welded together on a non-profit basis.

Every member must be an ac-

tive practicing physician. If he accepts a full-time government or institutional position he is automatically dropped.

Some of the purposes of the association are:

1. To close all free clinics except those required for teaching medical students.
2. To protect the physician-patient relationship.
3. To prevent the corporate practice of medicine.
4. To urge taxation for the payment of medical services to indigents.
5. To watch and guide all legislation affecting the practice of medicine.
6. To establish minimum fees.
7. To control the volume and distribution of physicians.
8. To organize a national credit-rating bureau.
9. To create a mutual sickness fund and a pension system for physicians.

"The control of each local association," Dr. Hansen explains, "will be in the hands of a board of directors, each board to consist of five, ten, or fifteen directors elected as follows: one-fifth in practice less than five years, one fifth in practice between five and ten years, one fifth in prac-



tice between ten and fifteen years, one fifth between fifteen and twenty years, and one fifth more than twenty years."

The Milwaukee unit of the



At Germany's "Wonder of Life" exhibition, now going on in Berlin, may be seen this model, illustrating the digestion of food from mouth to intestine. The "workers" demonstrate the functions of the various organs.

Physicians' and Surgeons' Economic Association is now in process of organization.

### Be Still My Heart

An acute whistle of the heart is evidently as hard to bear as it is unique. Robert Lockyear, of Devonshire, England, a saloon-keeper, for some time surprised his beer-guzzling customers with

sharp tweets from his cardiac region. The sturdy Devonshire beerman's heart beat strongly but strangely. Each beat had its whistled accompaniment.

Doctors could not stifle the unnerving trill. Lockyear took the matter into his own hands. Suicide stopped the heart as well as the whistle.

### Lo! The Poor M.D.

Just how poorly the profession is treated by its debtors is revealed in the results of a survey conducted by the government's Bureau of Foreign and Domestic Commerce.

Facts gathered and analyzed by Herman T. La Cross, of the bureau's retail trade section, and made public in a March 20 bulletin, show that doctors have more six-month delinquents than any other group extending credit to consumers (service or retail).

The percentages shown were arrived at by figuring the ratio of accounts delinquent six months or more to the total amount of accounts receivable for the same period. Although based on a small number of samples (65 in the case of doctors), the bureau considered its survey accurate enough for publication.

Here is the story as of December 31, 1933:

TYPE OF CREDITORS	DELINQUENCY PERCENTAGE
<b>Retail:</b>	
Department stores .....	8.9
Clothing stores .....	17.6
Furniture stores .....	18.1
Grocery stores .....	24.7
<b>Service:</b>	
Landlords .....	45.1
Undertakers .....	54.5
Dentists .....	55.6
Physicians .....	66.6



"One of the reasons for this variation may be attributed to the difference in credit methods employed," opines Mr. La Cross. He clarifies this opinion by making two points:

1. Commodity dealers carefully investigate applicants for credit while the service group is often forced to extend credit with little or no investigation.

2. Collection policies of the service group are less aggressive than those of the retail group.

### Seventeen-to-One Chance

One out of every seventeen people in the United States will have to go to the hospital this year, it was reported by Dr. Malcolm T. MacEachern at the American College of Surgeons meeting in Cleveland last month.

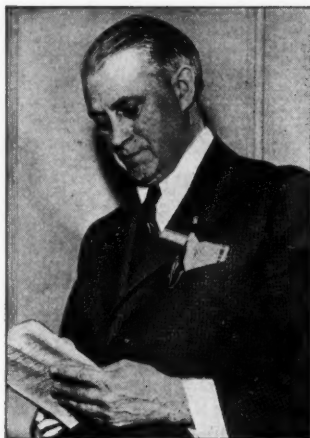
Last year's statistics, just completed, are the basis for this 1935 estimate. The count shows 7,147,416 patients, 1,079,510 beds, and 14 days as the average hospital stay.

Cancer is the second most important cause of death in this country, it was disclosed at the meeting, the death rate being 102.2 in every 100,000 of population. Cancer is exceeded by heart disease, which kills 227.8 people out of every 100,000.



THE NORMANDIE

..doctors must walk four blocks.



MALCOLM T. MacEACHERN, M.D.

"...to the hospital!"

The six most notable advances of surgery during recent years have been in the fields of the chest, gall bladder, brain, stomach, fractures, and thyroid glands, Dr. MacEachern said.

### France Floats a Hospital

Built into the gigantic dimensions of the four-city-blocks-long *Normandie* is a general hospital. Engineers, medical directors, and money-baggers of the French Line spared nothing in planning and constructing the superliner's medical facilities.

A king's ransom has been spent providing equipment to handle any kind of evil to which the flesh of passenger or crew may fall heir. Thirty-five beds will be ready to accommodate passengers who need hospitalization, and





Left to right—  
Nobelmen Minot,  
Urey (chemistry),  
Murphy, and Whip-  
ple.

as many more are available for the crew.

Dr. Joseph Bohec, famous Parisian and French Line surgeon, will reign over the *Normandie's* glorified sick bay. Two full-fledged M.D.'s are to be his assistants and a staff of seven registered nurses will stand by as well.

Included in the most modern of technical equipment are physiotherapy appliances, a Dausset actinic shower, and a Massiot machine which makes possible the use of radioscopy and radiography.

The liner's hospital, decorated in bright and cheery colors, will be open for inspection when the big boat rests at her New York pier for five days (June 3-7) after her maiden strut across the Atlantic.

### Medicine's Nobelmen

Two years before the battleship *Maine* blew up, and an indignant American public followed suit—thus precipitating the war with Spain—Europe's "big peace and dynamite man" died.

Alfred Bernard Nobel invented smokeless powder. He also manufactured dynamite. Yet a para-

doxical turn of mind led him to bequeath \$90,000,000 for the advancement of peace and civilization.

Annually the Caroline Institute of Stockholm, Sweden, awards \$200,000 in Nobel prizes—\$40,000 each for outstanding work in medicine, chemistry, physics, literature, and peace-promotion. The 1934 winners in medicine were Drs. George R. Minot, William P. Murphy, and George H. Whipple, hailed for their method of using liver to control pernicious anemia.

Last month (April 9, 101st anniversary of Nobel's birth) the three men shared additional honors. World Peaceways, pacifist organization, gave a dinner for them at the Waldorf-Astoria in New York.

Since the emphasis of the dinner was on science, it did the doctors no harm. World Peaceways got some good publicity. And 500 guests enjoyed themselves.

### Drug Legislation Shelved

Spurred on by President Roosevelt's order to go ahead with the revision of the 1906 Food and



Drugs Act, three bills were introduced at this session of Congress. All three have apparently died or been shelved for the present.

The three bills strove to reform the 1906 act. They were the McCarran bill, the Copeland bill (known as S. 5) and the Mead bill.

Of the three, the Copeland bill got the most attention. It encountered enthusiastic interest and criticism. Copeland's announced aim was to protect the public from exploitation which, he declared, they have suffered under the 28-year-old Food and Drugs Act.

In the role of physician, he told the Senate his bill would "make for safety of the citizens and protect them from harmful foods and drugs, protect honest manufacturers, and will not interfere with the honest expression of opinion in publications." He stressed the fact that his bill would protect the innocent public from fake cures and the ills resulting from misbranding, adulteration, and false advertisement.

But no act of Senator Copeland's could keep his bill intact. The criticism it received was as enthusiastic as his own presentation. Senator Clark of Missouri,

for example proposed twenty-two amendments. And Senators Bailey of North Carolina and Vandenberg of Michigan both demanded modifications.

When, last month, an amendment was adopted, limiting the Secretary of Agriculture to make multiple seizures, Senator Copeland withdrew his bill. Although it can be put back on the calendar at any time, it had not appeared up to the latter part of April; and it seemed likely to remain out of sight for the present.

Originally, the Copeland bill allowed commercial advertisement of drugs for certain diseases. It also included as drugs "devices" such as electrical apparatus.

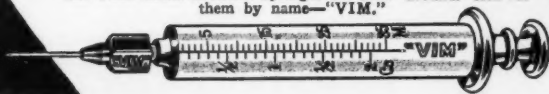
Critics of the Copeland bill objected that its wording was too ambiguous. Later its author agreed to an outright deletion of the power to expand the list of diseases for which the advertising of curative claims would be forbidden. The verboten list at present includes cancer, Bright's disease, tuberculosis, venereal diseases, heart and vascular diseases.

As the Copeland bill now stands, it is said more to resemble the Mead bill in the House.

[Turn the page]

## The VIM Slow-ground Syringe

- ✓ **LONGER ACCURATE LIFE**  
(because the glass is SLOW Ground)
  - ✓ **VELVETY SMOOTH OPERATION**  
(Slow grinding makes a finer ground finish)
  - ✓ **FREEDOM FROM LEAKAGE and BACKFIRE**  
(Piston and barrel fit tighter—always)
- All VIM Green Emerald Syringes are Slow Ground. Ask for them by name—"VIM."





## Mosquito State Wins Health Award

"You win," indicated the United States Chamber of Commerce in April to the city of Hackensack, New Jersey, when it hung the laurel on that town's brow for winning the national health conservation contest for localities of 20,000 to 50,000 population.

Annually the chamber honors the city having the most effective health program. This is the second time in a row that Hackensack has snagged top honors. Englewood and Cliffside Park, both Jersey municipalities, were honorably mentioned in the under-20,000 population class.

## Rebel

"I wish to protest against this body of 175 members claiming to represent me or my ideas" indignantly declared "A Reader" (physician) in a letter to the magazine *Today* (March issue).

The protest was aimed at the latest action of the A.M.A. house of delegates.

"They certainly do not represent the ideas of the majority of my colleagues," continues the writer. "Neither I nor any member of my society known to me has

been asked for his ideas concerning health insurance. None of them even knew there was to be a special meeting of the delegates.

"Original thinking, the care of the health of the public, and true representation of medical opinion are not sponsored by the A.M.A."

## M.E. Author Writes Book

As he was writing *Asylum Doctor*, an article for *MEDICAL ECONOMICS* (February, 1934), Dr. Victor R. Small conceived an exciting idea. The recent publication of his book *I Knew 3,000 Lunatics\** marked the attainment of the goal he set for himself over a year ago.

Fascinated by his work (he was an "asylum doctor" for six years), Dr. Small has written a book that runs the whole gamut of the subject he understands so well. The foreword gives a striking idea of the volume's theme, style, and color:

"... I learned to know the actors (3,000 lunatics) ... That is the thing—to know the actors. Not only to know their faces and names and how they act their parts, but to know *them*. To know

\*\$2.50, Farrar and Rinehart, New York.

## On Guard AGAINST . . .

1. EXCESS CURRENT CONSUMPTION.
2. WASTED CURRENT WHEN FORGOTTEN.
3. NEEDLESS OPERATION AFTER BOILING DRY.



Sentry Cutoff—a new feature on all Pelton Sterilizers means even greater operating economy.

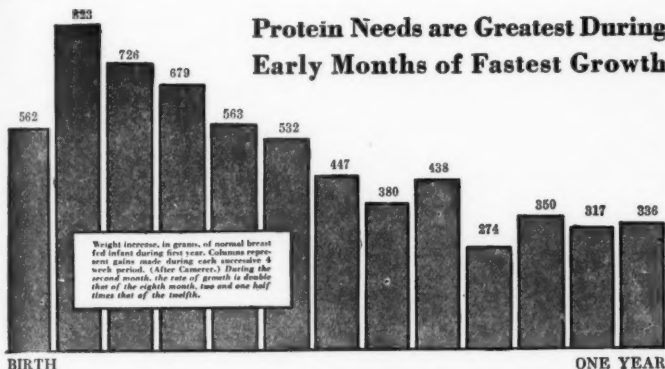
Send for Catalogue

THE PELTON & CRANE CO., DETROIT, MICHIGAN

PELTON Sterilizers WITH Sentry Cutoff



## Protein Needs are Greatest During Early Months of Fastest Growth



## DRYCO FEEDINGS OBEY THIS NUTRITIONAL LAW

Higher protein values are indicated during early months of faster growth. *For protein alone builds tissue. Nature in breast milk postulates this feeding principle.*

Dryco feedings, unlike ordinary artificial formulas, provide their maximum protein values during these early months.

Furthermore, cow's milk protein is biologically inferior to human milk protein. To compensate for this difference, the Dryco formula provides an extra margin of protein at every stage of the nursing period.

For sound tissue growth throughout infancy—prescribe Dryco.

We will gladly send upon request, suggested formulas embodying this feeding principle.



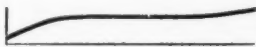
# DRYCO

Made from superior quality milk from which part of the butterfat has been removed, irradiated by the ultraviolet ray, under license by the Wisconsin Alumni Research Foundation (U. S. Pat. No. 1,680,918) and then dried by the "Just" Roller Process.

**THE DRY MILK COMPANY, INC.**



The protein value curve of breast milk shows how an initially high protein is provided for early growth needs.



In fluid milk modifications, the protein curve starts low, increasing only as tolerance permits strong milk dilutions.



The fixed analysis of the stock formulas or simulated breast milk foods results in a flat protein value curve.



The protein value of Dryco feedings is initially high to provide for early growth needs. The drying method so increases digestibility that Dryco feedings are well tolerated from the earliest age.

THE DRY MILK CO., INC.  
Dept. MEE, 350 Madison Ave.  
New York, N. Y.

Please send me DRYCO feeding schedule based on growth requirements.

Check here to receive samples. ☐

..... M.D.

Address .....

City ..... State .....



*why* they play the parts they play. To know why this one laughs, why that one sings, and why another does his role in pantomime. To know something of the answer to that eternal, all-embracing—Why?"

The book will undoubtedly add to many a layman's knowledge of dementia praecox, manic depression, amentia, delirium tremens, schizophrenia, epilepsy and other mental diseases. At the same time, it will give its readers among the profession an opportunity to learn at first hand about those whom Dr. Small terms "bughouse doctors": their work, their problems, their patients, and their worth.

### D.C. Medical Center Project Shelved

The plan of Washington D. C.'s Commissioner Allen to establish a giant, \$6,000,000 medical center in the District of Columbia was laid aside last month when medical and hospital authorities expressed doubt as to its feasibility.

The project was to have been financed by the Public Works Administration, but an overwhelming number of professional workers, skeptical of its financial success, urged that it be dropped.

Although Commissioner Allen had estimated the original building cost at \$6,000,000, the Medical Society of the District of Columbia stated its belief that be-

tween \$50,000,000 and \$100,000,000 would be necessary for the undertaking.

### Women Hail Medical Broadcasts

That medical broadcasts need not be dull, stodgy and boring was proved last month. From the Women's National Radio Committee, Dr. J. F. Montague, New York internist, received honorable mention for a series of talks, "Highlights in Health News" broadcast over station WOR.

In judging the various programs, the determining factors considered by the committee were their entertainment and instructive value, their contribution to the cultural taste of the radio audience, and the dignified manner in which the advertising material was handled.

First awards in the musical commercial group went to the General Motors Sunday night symphony concert series; in the non-musical commercial group, to the "March of Time," sponsored by Remington Rand; in the musical non-commercial group to the Columbia Concert Music Hall; and, in the non-musical and non-commercial group, to the "You and Your Government" series.

### Beds Wanted?

Thirty-one million U. S. citizens run the risk of finding themselves without a hospital bed at a time

## GOITRON Tablets

the proved and accepted treatment for goiter and all conditions of disturbed metabolism. WRITE for "Case Reports" and Reprint "Toxic Goiter."

THE COLUMBUS PHARMACAL CO., Columbus, Ohio



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## ADENOMA

...can be detected in this radiograph of the gall-bladder. In addition, cholecystography assures prompt recognition of many other disorders, such as:

Gallstones	Adhesions
Ptosis	Papilloma
Gall-bladder dysfunction	

Early discovery gives the best assurance that treatment will be effective. Therefore, any indication of gall-bladder disease or malformation should be investigated by means of a thorough radiographic examination. Refer your patients to a competent radiologist. He can supply definite, graphic facts.

**EASTMAN KODAK COMPANY**

Medical Division



Rochester, N. Y.



*Doubly Welcome*  
 in diets planned  
 to correct  
**COMMON  
 CONSTIPATION**  
 due to  
 insufficient bulk

**RY-KRISP** Whole Rye Wafers are doubly welcome—because they are temptingly delicious with a wide variety of foods and because they provide *natural* assistance in correcting common constipation due to insufficient bulk.

Both their flavor and effectiveness are due to the fact that Ry-Krisp is simply flaked whole rye, salt and water double baked to brittle crispness. For that reason these wafers provide: (a) a high percentage of bran, for increasing secretion and peristalsis, (b) high

pentosan and crude fibre content—both natural aids in producing normal bowel action, (c) low moisture content which gives them high absorptive power and makes them valuable for increasing the bulk of the diet.

Advise your patients to eat Ry-Krisp with every meal—between meals when they're hungry. The unique whole rye flavor makes other foods taste better. Send coupon for samples and literature which tells how Ry-Krisp can assist you in planning a variety of special diets.

### RY-KRISP WHOLE RYE WAFERS

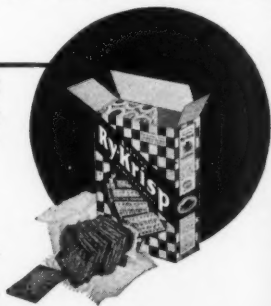
RALSTON PURINA CO., Dept. ME  
 250 Checkerboard Square, St. Louis, Mo.

Please send literature and  
 free samples of Ry-Krisp

Name \_\_\_\_\_

Address \_\_\_\_\_

(This offer limited to residents of the United States)





when they need one. This fact has been uncovered by managing editor Alden B. Mills of *The Modern Hospital* in a survey to supplement one conducted last year by Michael M. Davis, Ph.D., of the Julius Rosenwald Fund.

Dr. Davis unearthed figures in 1934 that indicate a total lack of general hospitals in 1,300 out of 3,073 counties in the United States.

The surveyors have concluded that there is need for at least two hospital beds per 1,000 of rural population. However, the study admits the impracticality of building general hospitals of less than 25 beds. As alternatives, "cottage hospitals" or central medical service offices are advised.

States said to be suffering from an acute lack of hospital beds are: Texas, Alabama, Tennessee, Georgia, Mississippi, Kentucky, Missouri, Louisiana, Arkansas, Oklahoma, and North Carolina. The investigation shows that the New England states have no large area without available hospital services.

### New Industrial Medicine Group

Another organization started last month is the Association for the Advancement of Industrial Medicine and Surgery. Its purpose is to bring industry and medicine more closely together, in the hope of reducing disease and accidents among workers.

More than 500 industrial physicians have requested membership. By June, applications are expected to have exceeded 1,000.

The president of the new society is Dr. Willis W. Lasher, assistant professor of traumatic surgery at the Postgraduate Medical School, Columbia University, New

York, and medical director of the Employers Liability Insurance Company.

Other officers include Dr. J. J. Wittmer, vice-president; Dr. Anthony Avata, treasurer; and Dr. David Shapiro, recording secretary.

Headquarters of the organization are at 370 Lexington Avenue, New York City.

### High Cost of Gangrene

Fire marshal Seyferlich of Chicago had decided not to part with his diabetic gangrenous leg—professional exhortation to the contrary notwithstanding. The Associated Press spread the news of the smokeater's brash decision.

The day after the story appeared the December issue of *Country Gentleman* came out.

Paul de Kruif (*Men Against Death*) was in the magazine with a story of a new and successful treatment for diabetic gangrene, discovered by Dr. Louis G. Herrmann of Cincinnati. De Kruif regretted the fact that a machine, essential to the Herrmann treatment, cost too much to allow its general widespread use.

Putting one and one together, interested people from all over the country reacted to the news story plus the de Kruif article. Henrotin Hospital in Chicago, which housed the fire marshal and his rotting leg, was deluged with 3,000 letters. Seyferlich's physician received about 300 letters and telegrams, and his family was overwhelmed by air mail and special delivery letters, wires, and telephone calls.

Literally thousands of people had decided to rescue the fire marshal by suggesting that Dr. Herrmann and his machine be



brought to Chicago.

Death beat them to it. Dr. Herrmann was in a clinic at Boston and could not be located until too late.

Responding gallantly to the publicity that accompanied the incident, several instrument houses hope to produce diabetic gangrene healing machines at a cost low enough to make them available to any physician in the country.

### Talk! It's Up to You!

Murder has caused the British Medical Association to loosen the bonds placed on professional tongues by the Hippocratic oath.

Scotland Yard's clue men occasionally need cooperation from physicians, as was evidenced in the recent Brighton torso murder. Hereafter, the B.M.A. will not consider that a doctor who gives information to the police is violating his oath.

"Tell them if you want to. But it's up to you to square it with your conscience," infers the British organization's new attitude.

### Monopoly Afoot

New Jersey's physicians and surgeons will be prohibited by law from treating or even diagnosing "athlete's foot" or any other foot ailments if local chiropractors have their way with the state legislature. A bill recently introduced to the Jersey law-makers would make care of pedal extremities the exclusive right of professional footfixers.

Warning of the dangerous precedent to be established by the passage of such a bill, the *Hudson Dispatch* (Union City, N. J.) snorts "This kind of thing is getting to be . . . a racket."

### Location Survey

[Continued from page 32]

Delaware	Population	Physicians
New Castle	4,131	3
Elsmere	1,323	None
Florida		
Key West	12,831	8
River Junction	5,624	1
Manatee	3,219	2
Georgia		
East Point	9,512	7
East Thomaston	3,061	None
Porterdale	3,002	2
Bibb City	1,707	None

## B-D MEDICAL CENTER SYRINGE of 'PYREX'



**A** SMOOTH working, accurately graduated syringe that delivers more than 150 hours of continuous sterilization. Extra strong tip and flared barrel base reduce breakage in handling. Made in all popular sizes with both center and eccentric tips.

### B-D PRODUCTS

*Made for the Profession*

**BECTON, DICKINSON & CO., RUTHERFORD, N. J.**



# BETTER CLINICAL RESULTS KONDREMUL

(CHONDRUS EMULSION)

Because Kondremul offers a new and finer type of mineral oil emulsion, it is superseding less satisfactory methods in the regulative treatment of constipation.

**Kondremul offers these advantages:**

**Mixes Better—Avoids Leakage**—The emulsion of 55% heavy American mineral oil with Irish Moss (*Chondrus Crispus*) results in a tougher film around each oil globule, prevents breakdown in the alimentary tract.

**More Satisfying Bowel Movement**—Better admixture with the fecal mass gives a soft, moist, bulky stool.



## Three Types

**KONDREMUL WITH PHENOLPHTHALEIN**—beginning treatment in severe constipation

**KONDREMUL WITH CASCARA**—combines the tonic laxative action of non-bitter cascara with the soft bulk of Kondremul

**KONDREMUL PLAIN**—inert—may be used with utmost safety as a regulative in children as well as adults.

**THE E. L. PATCH COMPANY, Boston, Mass.**

THE E. L. PATCH COMPANY  
Stoneham 80, Dept. M.E. 5, Boston, Mass.

Gentlemen: Please, send me clinical test sample of

- ☐ KONDREMUL (Plain)      ☐ KONDREMUL (with Phenolphthalein)  
☐ KONDREMUL (with Cascara)

Mark preference.

Dr. ....

Address .....

City ..... State .....

NOTE: Physicians in Canada should mail coupon direct to Charles E. Frost & Co., Box 808, Montreal—producers and distributors of Kondremul in Canada.



Georgia (cont.)	Population	Physicians	Illinois (cont.)	Population	Physicians
McCaysville	1,969	None	Royalton	2,108	1
Silvertown	2,171	None	South Beloit	2,361	None
<b>Idaho</b>			South Chicago		
Alameda	1,885	None	Heights	1,691	None
<b>Illinois</b>			Stickney	2,005	None
Cicero	66,602	58	Swansea	1,201	None
Granite City	25,130	23	Tilton	1,394	None
Brookfield	10,035	3	Wamac	1,232	None
Calumet City	12,293	10	West City	1,091	None
Elmwood Park	11,270	9	West Dundee	1,697	None
Melrose Park	10,741	7	Wilsonville	1,220	None
West Frankfort	14,683	13			
East Peoria	5,027	2			
Madison	7,661	5			
Venice	5,362	2			
Villa Park	6,220	5			
Zion	5,991	3			
Bellewood	4,991	2			
Benld	2,980	2			
Bradley	3,048	1			
Highwood	3,590	2			
La Grange Park	2,939	None			
Lansing	3,378	2			
Marseilles	4,292	3			
Ogleby	3,910	3			
Peoria Heights	3,297	2			
Phoenix	3,033	None			
Riverdale	2,504	None			
Silvis	2,650	1			
Steger	2,985	2			
Virde	3,011	2			
Washington Park	3,837	None			
Westville	3,901	3			
Broadview	2,334	None			
Brooklyn	2,063	None			
Buckner	1,409	None			
Calumet Park	1,429	None			
Carpentersville	1,461	None			
Central City	1,148	None			
Colp	1,250	None			
Crotty	1,185	None			
Depue	2,200	1			
East Dundee	1,341	None			
Hartford	1,566	None			
Hazel Crest	1,162	None			
Hillside	1,004	None			
Midlothian	1,775	None			
Mundelein	1,011	None			
Nameoki	2,257	None			
Niles	2,135	None			
North Chillicothe	1,004	None			
North Utica	1,120	None			
Panama	1,026	None			
Posen	1,329	None			
Rockdale	1,701	None			

## I'm A Dude

[Continued from page 29]

him along. We'll give you a livelier mount when you're saddle broke."

I soon found that "kicking him along" was more trouble to me than it was a source of annoyance to Major.

Before the week was out, I succeeded in getting placed in the care of Peddler (one class higher than a major in this case). Peddler's besetting sin was to regard every stray billet of wood that lay on a trail as an object of suspicion. A stump or a root of a large tree was, to Peddler, a source of imminent danger.

"Watch him or he'll throw you," they told me one morning as I started out with a party. Before the words registered the horse ahead kicked up a stray twig. It fell across Peddler's path. He stopped as if petrified, ears forward, eyeing the obstruction, and ready for any emergency. I met my own emergency with as much equilibrium as possible. Unwrapping myself from

## MAGMA SULFORATA FOR ACNE

"Where other treatments have failed—Magma Sulforata has succeeded—improvement noted within four or five days."

**Mail NOW  
FREE Sample**

SULFOR-EX CO., Inc.,  
315 West 59th Street, New York City.

Send Magma Sulforata sample and literature.

..... M.D.  
Address.....  
City.....State.....



## A More Scientific Method of Counteracting Gastric Hyperacidity

Excess stomach acid has always been treated by chemical neutralization, to which, however, the following objections have been found: (1) peptic digestion is hindered or prevented; (2) intensive alkaline treatment frequently leads to a condition of alkalosis; (3) alkalis often cause a secondary and more pronounced rise of acidity following their administration.



Because of these objections physicians should recommend the introduction of the newer and more scientific method of removing excess acid by *colloidal adsorption*.

Alucol, an allotropic form of aluminum hydroxide, has a high adsorptive power for MCL. It takes up excess acid colloiddally and leaves a sufficiency for the continuance of peptic digestion. There is no secondary rise of acidity following its administration.

A trial of Alucol will convince you of its value. Let us send you a supply with full information.

## ALUCOL

(Colloidal Hydroxide of Aluminum)

USE THE COUPON BELOW

THE WANDER COMPANY,  
180 North Michigan Avenue, Chicago, Illinois.

Dept. M.E. 5

Please send me without obligation, a container of ALUCOL for clinical test, with literature.

Dr. ....

Address .....

City..... State.....



the neck of my steed, I got back into the saddle. We rode on.

Varied were my month's horse-back activities. One day it would be a short trip to a lake with a party for lunch and an early return. Other times we would make longer circles, returning to the ranch by another path, often through forests still untouched by the lumberman.

Or we might ride along the edge of great cliffs from which the entire valley was laid out in panorama. Then splash through mountain streams that tumbled down from glaciers high in the peaks of the region's mountain chain.

Finally we'd arrive back at the ranch. Generally, I'd be dead tired, and at first feel as though I were astride a grand piano. But I usually had an appetite as keen as a cataract knife, and would revel in the finest glow of health I'd known for years.

I can't stop talking about those rides. At times, passing along the edges of cliff, my mount would persist in taking the closest possible course to the edge. A mis-

step meant certain injury. Believe me, those ponies can place their four feet more accurately than I can my two. Nevertheless, they try your mettle.

I soon realized that the best thing to do was to let Peddler follow his own course. However, I had to watch him as we passed trees growing hard by the trail. Sometimes he tried to scrape me off.

I also kept a sharp look-out for partly fallen trees. My pony would sometimes duck underneath where there was just enough space for him alone. But often I fooled Peddler by flattening out along his back. We'd both go under the slanting trunk. The pony usually snorted his disappointment.

When we were well broken in, the owner took some of us on a calf hunt. We spread out over a three mile stretch between the river and the mountains. By noon we succeeded in driving together some score or so of cattle at one of the small lakes in the pothole country. Some of the more cow-minded helped the owner and a

## B-D ASEPTO TONSIL SUCTION SYRINGE



**S**UGGESTED by Dr. Carl A. Hetteshaimer. Recommended for tonsillar suction cleansure prior to enucleation, if suction pump is not available. Also for taking pus and crypt exudates for bacteriological study—and for palliative treatment, particularly when treating patients in their homes.

Two sizes: medium (Asepto 2078) and large (Asepto 2079).

**BECTON, DICKINSON & Co., RUTHERFORD, N. J.**



# MERCK

## SODIUM PERBORATE FLAVORED

*A soluble antiseptic  
with the distinct advantage of yielding an  
alkaline solution*

**M**ERCK Sodium Perborate Flavored is alkaline in reaction and its use is not followed by the destruction of healthy tissue, so often associated with the use of acid solutions. The free oxygen facilitates the dislodgment of necrotic tissue, and has a further value in deodorizing foul organic matter.

Merck Sodium Perborate Flavored is free from abrasives because it is so fine, it dissolves quickly in water or saliva and completely covers any affected area, when used as a mouth wash, gargle or spray.

Patients gladly supplement office treatments with regular prophylaxis, according to the physician's directions, when Merck Sodium Perborate Flavored is prescribed. It is easy to use and the peppermint flavor leaves a clean, refreshing feeling in the mouth.

Your patients may obtain Merck Sodium Perborate Flavored at drug stores in 2-oz. and 4-oz. tins.

Send for literature on the treatment of certain diseases of the mouth and throat with Merck Sodium Perborate Flavored. A 2-oz. regular size tin will also be sent to you. Use the coupon.



● MERCK & CO. INC.  
Dept. 4-3, Rahway, N. J.

I am attaching my professional card (or letterhead). Please send office samples of Merck Sodium Perborate Flavored and literature.

Name.....

Street.....

City.....State.....



wrangler earmark his calves.

As far as I could see earmarking is a form of athletic exhibition requiring something of the qualities of a star tackle and a wrestler. While the owner carved his particular identification mark on the calf's left ear, the remainder of the party stood by or rode in at intervals to keep the rest of the herd off the necks of the principals.

Some days I'd feel like exercising my own legs instead of Peddler's. On these occasions I'd get out of the saddle long enough to see if I could lure a few fish out of their haunts. I had heard of nineteen-pound trout taken from Jackson Lake. I didn't get any of that kind. But in spite of my shortcomings as a Waltonian, I creeded a number of exciting catches.

There are all types of waters in the Jackson Hole country and most of them have fish; still waters, swirling brooks, lazy streams, lakes, and plain swimming holes.

Believe it or not I once yelled at a foot-long trout to "Leave that fly alone." That's the way you get when you fish out there. Anything under eighteen inches or so is a minnow, and not worth catching.

Rodeos were on tap in their native haunts. The big thrills there were the contests for the larger sectional broncho-riding cham-

pionships.

Among the bronses was plenty of plain and fancy dynamite. Riders were literally hauled off ("picked up," I was corrected) the backs of the convulsed animals by other mounted punchers. That is, if they had not already left via the air route during the ten-second period they were supposed to stay on.

"I suppose they know how to fall," I stuttered one day, watching a particularly vicious contest. Just then the rider lit on the end of his spine. My companion, a Westerner, laughed. "They don't have time. Tommy (he pointed to "that there feller who was just throwed") says he tries to keep his head uppermost and lets the rest of him take care of itself."

The day I was to leave the ranch, Chuck, one of the heads, offered to take me on an early morning trip to the Glacier Lakes. I remember that as we started I disgraced myself by loping past his nervous mount, thereby setting the animal off into a spasm of bucks. Daylight appeared six or seven times between the saddle and Chuck. But he stuck.

We got up to the lakes in time for an early breakfast in the open. The view of Jackson Hole was something I can't set a price on. Later that afternoon, I regretfully saw the Hole disappear across the top of Teton Pass as

*Unusually Quick Action in the Treatment of*

**DIONOL**  
WRITE FOR SAMPLE

**ULCERATIONS**

*Plain or Iodized*

THE DIONOL CO. 4210 Trumbull Ave.  
Detroit, Mich.



# A NEW CERTIFIED *Tycos*

*Taylor releases  
beautiful new*

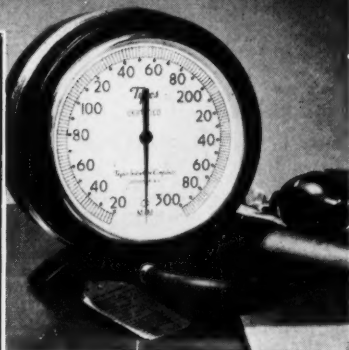
## **DESK MODEL TYCOS ANEROID**

*with ten-year  
triple guarantee*

*only*

**\$27<sup>50</sup>**

*complete*



on your office desk and the Certified Tycos Portable for outside calls. Remember, this new model is only \$27.50, complete with accessories. Taylor Instrument Companies, Rochester, N. Y.

**T**HE New DESK MODEL Tycos is one of the smartest-looking, most beautifully designed instruments ever offered the medical profession. And with the accuracy and durability that are built into every Tycos Aneroid. Behind this new Tycos stands the regular Tycos 10-Year Triple Guarantee.

Your regular Surgical Supply Dealer will have this new Certified Tycos on display. See it and you will want it. Examine it and you'll prove its convenience and accuracy. Make your blood pressure equipment complete with this new model

### **IMPORTANT FEATURES**

1. *Satin black enamel finish, with glistening chrome trim.*
2. *Non-tarnishing silvered dial.*
3. *Sharp black numbers and graduations.*
4. *Weighted base to prevent tipping over.*
5. **CERTIFIED TYCOS WALL MODEL** is same instrument, but with wall bracket instead of desk base. Comes with six feet of extra tubing. **WALL MODEL** is pictured at the left. \$27.50 complete.

**CERTIFIED *Tycos* WITH  
TEN-YEAR GUARANTEE**



they took me out to the nearest railway, some fifty miles from the ranch.

I hope when I return again the good people may still be entertaining dudes and that Peddler will once again try to scrape me off on a low slanting tree.

## Medical Territory

[Continued from page 23]

is to blame for their spread. These lay agencies could not survive if they did not have the support of physicians.

Every practitioner who unnecessarily refers his patients to a commercial laboratory instead of to a fellow physician shares the responsibility for the invasion of clinical pathology and roentgenology by lay technicians. What happens in one specialty is soon paralleled in another. And the doctor who helps open the dikes that guard a remote portion of the professional domain will sooner or later find his own field flooded too.

As a matter of fact, there is no reason why the general practitioner should not perform his

own routine laboratory tests. Urinalyses and blood counts are easily done in the office, without any great outlay for equipment. The fees for such services, though small, contribute appreciably to the defrayal of overhead as the volume of work increases.

One of the most serious defects of modern medical practice is an excessive division of work. Over-specialization limits the outlook of the practitioner and increases the costs of medical care.

Most of the ailments from which people suffer—at least 85 per cent of them—can be handled by a competent general practitioner who has not allowed his professional viewpoint to become too strictly circumscribed. The percentage quoted holds good, too, for the allied fields which it is suggested that the family doctor reclaim. Except for recent custom, there is no barrier between the conventional concept of medical practice and the ailments treated by chiropody, physical therapy, and so-called "cosmetology."

From the point of view of the public, the reclamation of these fields by the medical profession would be a decided advantage. For one thing, it would result in superior care, based on superior

## THE B-D ASEPTO Snake Bite OUTFIT



Designed for quick action. (Suction Method.) It weighs only 5 ounces, is  $3\frac{3}{4}$  inches long by  $2\frac{1}{4}$  inches in diameter and may readily be carried in pocket or bag.

It contains one heavy-suction Asepto Syringe with two nickel-plated suction cups for large or small surfaces; 12-inch tubing for tourniquet; two lopy iodine ampoules; one razor blade and simple authoritative instructions. Cost complete \$1.50.

If you practice in "snake country", it is a practical outfit for you or any of your patients who are out-of-door men.

**B-D PRODUCTS**

*Made for the Profession*

**BECTON, DICKINSON & Co., RUTHERFORD, N. J.**



**IN TREATING  
CONSTIPATION,  
REMEMBER—**



## *Sal Hepatica Corrects Acidity, Too*

**B**EFORE dietary measures and other treatments can take full effect in the correction of constipation, physicians agree that it is well first to rid the system of accumulated toxins. And also to correct acidity . . . lowered alkaline reserve which so often accompanies faulty elimination.

Sal Hepatica, they know from long experience, is a mild yet thorough laxative and an effective *alkalinizer* as well. Gently it sweeps the intestinal tract free of irritating poisonous products. And its balanced

alkalinizing action helps restore normal alkaline reserve to the bloodstream . . . counteracts acid condition.

When an acid condition persists, Sal Hepatica, taken two or three times daily in alkalinizing doses, i.e.  $\frac{1}{2}$  teaspoon to a glass of water, completely restores the alkaline reserve to normal . . . eliminates acid condition. Complete recovery is speeded up. If you'd like to make a test of Sal Hepatica, just mail the coupon below and we'll send you a generous complimentary supply.



### • SAL HEPATICA •

**MEMO** to Bristol-Myers Co., M 75 West Street, N. Y. C.

Without charge or obligation on my part, kindly send me samples of Sal Hepatica to be used for clinical purposes. (I enclose my card or letterhead.)

Name.....M.D.

Street.....

City.....State.....



knowledge. For another, it would lessen the total cost of these combined services by vesting them in one person rather than in three or four or five.

Naturally these aims cannot be accomplished unless the profession is prepared to compete in price with the non-medical groups that impinge on its boundaries at so many points. Midwives, masseurs, cosmeticians, and commercial laboratories flourish because they offer quasi-medical services at less than professional fees.

These, then, are the two principal elements in the present situation:

1. The indifference of the profession to a wide range of activities that are properly within its scope, and

2. The initiative of non-medical groups in offering such work to the public for fees lower than the usual medical charge.

For physicians with the tact and enterprise to give their patients the services they now receive from various non-medical practitioners—at the same or only a slightly higher price—there are still fields to be cultivated which promise a good harvest.

## COMMENTS:

**W.G.S., M.D.**—"One can not accept the unqualified statement that all family physicians should be all things to all patients. However, for years the churches ignored the very existence of sex prob-

lems, yet immorality flourished. By the same token, the medical profession highbatted every cult, in spite of the fact that many of them contained more than a grain of truth. This attitude has helped rather than hindered the growth of the cults."

**M.B.L., M.D.**—"The doctor should not have to compete with these side-line practitioners on their basis of charges or methods.

"Every physician should qualify himself as much as possible in every branch of medicine, and not over-specialize as is the case today. He should leave to his conscience what type of work he will carry out.

"If he believes he is equipped to practice gynecology without giving up his general work, there should be no question on the part of specialists in this field who may feel that their respective specialty branches should be left to them."

**W.E.F., M.D.**—"There is no question in my mind that the subject of specialization has gone too far for the good of the laity. If I were seriously ill, I would prefer to have a good old-time general practitioner who keeps abreast of the times."

**W.A.N.D., M.D.**—"I wish this article could be given in the form of a reprint to every doctor in the country. It would be a big step toward taking the people out of the hands of quacks, non-professional specialists, and lay parasites."

**C.E.R., M.D.**—"Some of the topics may be considered by many to shade a bit too closely into more or less menial fields, such as attacking the lowly corn. Even so, they could, and perhaps should, fall into the province of the family physician."



the dependable urinary antiseptic

## CYSTOGEN

Methenamine in its Purest Form

Cystogen clears the urinary tract rapidly and effectively by converting the urine into a germicidal, dilute solution of formaldehyde, flushes the channel from kidneys to meatus and eases renal and vesical discomforts. It is also a prophylactic before and after genito-urinary instrumentation. Send for free samples.

CYSTOGEN CHEMICAL CO. 220-36th St., Brooklyn, N. Y.





# Safe Control of NERVOUSNESS with PENTABROMIDES (MERRELL)

■ Mental and nervous conditions, whether mild or severe, are benefited by the use of a dependable bromide preparation.

In Pentabromides-Merrell, advantage has been taken of the combined action of calcium, sodium, potassium, lithium and ammonium bromides. In this form the effectiveness is greater than when single bromides are used, and the tolerance is better.

The special, non-alcoholic syrup menstruum in Pentabromides is an additional factor which renders the product very palatable and avoids gastric disturbance.

**Safe**—Pentabromides-Merrell has not been known to cause a single case of agranulocytosis.

**THE WM. S. MERRELL COMPANY**  
CINCINNATI, U. S. A.

THE WM. S. MERRELL COMPANY,  
Cincinnati, U. S. A.

Dept. M.E. 3

Gentlemen:

Please send me sample and literature on PENTABROMIDES (Merrell).

Dr. \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_



# CANCER CLEARING HOUSE

## Socialites seek "cures"

**M**RS. I. Sheldon Tilney of Palm Beach was hostess recently to a large gathering of socialites, government officials, and commercial leaders.

Her guests did not sip tea, however. They had come together for the purpose of forming a clearing house for information on cancer, to be known as the "Research Investigation Committee."

The four-point goal of the committee, agreed upon at the meeting, is as follows:

1. "To learn if anyone anywhere can make any contribution to the cure of cancer.
2. "To find out what should be told to cancer sufferers about what can be done for them and what they can do for themselves.
3. "To investigate claims from any source without professional or personal prejudice.
4. "To reject that which, upon

initial investigation, is found unworthy of serious interest, and to present what seems meritorious to qualified members of the medical profession for further investigation."

The origin of the Research Investigation Committee traces back about eight years ago to a movement initiated by some of its present members to obtain recognition of Dr. William T. Koch's "real specific cure for cancer," first announced in 1919.

The "synthetic anti-toxin" formula has always remained a secret, despite repeated attempts to pry it from Dr. Koch. Cancer authorities who have observed its use in experiments on animals say they have never been able to discern that it affects cancerous tissue in the slightest.

Notwithstanding Dr. Koch's failure to convince the medical world, his friends have since taken up the "cause." Last November members of the present Research Investigation Committee approached Dr. John A. Hartwell, director of the New York Academy of Medicine, seeking to interest him in the serum. Dr. Hartwell's reply was that the medical profession could make no further tests with the serum unless Dr. Koch disclosed his for-

## ALPHA-LOBELIN

Injected into the umbilical vein it overcomes  
ASPHYXIA NEONATORUM AND ATELECTASIS.

ERNST BISCHOFF COMPANY  
Incorporated

135 Hudson Street

New York, N. Y.



# TAKE A QUICK LOOK, DOCTOR!

Here, in brief, are important advantages you'll want to remember about Ralston Wheat Cereal

## A WHOLE WHEAT CEREAL

Choice whole wheat, with only coarsest bran removed is used in preparing Ralston. That means, of course, that Ralston provides in abundance all the body-building, energy-producing elements which make whole wheat one of our most important cereal foods.

## DOUBLE-RICH IN VITAMIN B

Pure wheat germ is added to Ralston, making it  $2\frac{1}{2}$  times richer in vitamin B than natural whole wheat. The value of such a "double-rich" cereal as an aid to keeping appetites normally eager, promoting growth and general well-being, is evident to any director of diets.

## DELICIOUSLY PALATABLE

The natural goodness of choice whole wheat gives Ralston a wholesome, hearty flavor that is equally popular with children and adults.

## CONVENIENT AND ECONOMICAL

Ralston cooks quickly, and is ready to serve just as it comes from the pan. Moreover, each generous serving costs only about one-half a cent. For a Research Laboratory Report and samples of Ralston, the "double-rich" wheat cereal, use the coupon below.



Ralston Purina Company,  
Dept. ME-405 Checkerboard  
Square, Saint Louis, Missouri

Please send me a copy of your Research Laboratory Report and samples of "double-rich" Ralston Wheat Cereal.

Name \_\_\_\_\_

Address \_\_\_\_\_

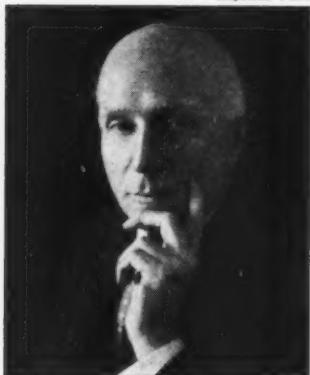
*This offer limited to residents of the United States*



mula. Said he:

"...I can find no value in treatments by Dr. Koch's serum.

Keystone Photo



JOHN A. HARTWELL, M.D.

"I find . . . no value . . ."

None of the evidence you are submitting is at all convincing... Until Dr. Koch will make the formula of his treatment available to the medical profession, and will furnish enough of the material to have it given a fair trial in several hospitals where the results can be observed by men competent in the field of can-

cer, I shall continue to advise those who ask my advice not to submit to the Koch cancer cure or advance its interest financially or otherwise."


The committee insisted that it had not espoused Dr. Koch's cure, but was merely seeking to have it given a fair trial.

Officers of the committee are: president, Sydney J. Smith, sportsman and society man; first vice-president, Mrs. Elisha Dyer Hubbard, daughter of Mrs. Edith Rockefeller McCormick and granddaughter of John D. Rockefeller, Sr.; second vice-president, H. Hardcastle Pennock, insurance agent; treasurer, Mrs. I. Sheldon Tilney, of *The Scientific American*.

The executive board is made up of the officers and Henry W. Clark, general counsel and vice-president of the Union Pacific Railroad, and Robert L. Bacon, representative in Congress (N.Y.)

Recent newspaper dispatches have carried no reference to the Research Investigation Committee's original interest in Dr. Koch. The committee announces its purpose as strictly non-partisan, and denies being committed to any one "cure."

[Turn the page]



*The* **ORIGINAL**  
**PRUNE JUICE\***

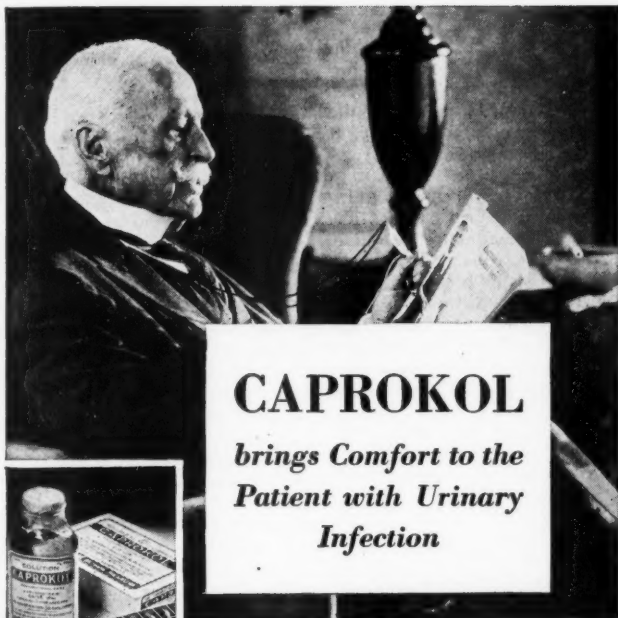
*Write for analysis and other information.*

**SUNSWEET**  
**JUICE of the Dried PRUNE**

(NOTHING ADDED BUT THE WATER NECESSARY IN THE MAKING)

**California Prune and Apricot Growers Association · San Jose, California**





## CAPROKOL

*brings Comfort to the  
Patient with Urinary  
Infection*



Solution for Children  
Capsules for Adults

**P**AIN, burning and frequency—the distressing symptoms of urinary infection—are promptly relieved in most cases by the simple administration of Caprokol by mouth.

The urgent desire of the patient for ease and comfort is met, and the opportunity for more detailed study of the case is given the physician.

The popularity of Caprokol as a safe, effective and dependable agent in the treatment of urinary infections has been substantiated by extensive clinical experience, much of which is already recorded in scientific literature.

Treatment with Caprokol is

simple. It is taken by mouth and is excreted unchanged by the kidneys in sufficient concentration to impart active bactericidal properties to the urine. Its marked soothing action on the urinary mucosa brings prompt relief to the patient, and its continued use, with free drainage, promises eventual disinfection of the urinary tract.

## CAPROKOL

(Hexylresorcinol, S & D)

**Sharp & Dohme**

PHARMACEUTICALS      BIOLOGICALS

Philadelphia      Baltimore  
Montreal



Current activities of the committee are, for the most part, unknown. The secretary has her offices at 50 East 42nd Street, New York, with Mr. Pennock, the insurance agent. Unofficially, it has been learned that the committee is engaged in several lines of endeavor, some curiously inconsistent with each other. The statement is made, for example, that committee members are attempting to affiliate a jury of doctors with them, to sit in judgment upon whatever "cures" are reported. No physicians have yet been selected, and competent cancer authorities maintain that none has been approached.

The secretary has made this statement on "The Necessity for the Research Investigation Committee":

"Our group is needed by organized medicine. Medicine cannot go chasing will-o'-the-wisp claims without stigmatizing itself. A lay group feels no stigma in investigating claims. Organized medicine cannot issue condemnations, one after another, without laying itself open to the charge of professional jealousy. But a lay group can issue a thousand condemnations and no charge of professional jealousy can hold against it."

## The Foundations

[Continued from page 17]

and experience between groups interested in the establishment of plans to provide medical and hospital care on an annual payment basis, and as a counselor and advisor in the organization of such plans. At the same time, it undertakes to obtain national attention for the establishment and operation of these demonstrations as part of the general campaign of public education in behalf of medical service on the annual payment plan.

"The fund acts exclusively as an agency for stimulation and promotion. It seeks to stir others to act along these lines, but does not itself assume responsibility for the organization, operation, or subsidy of annual payment plans."

Without attempting to prove anything or to show partiality, one of the purposes of this discussion is to correct erroneous impressions and misleading statements.

For example: "Foundations whose assets exceed \$30,000,000 have as their objective the initia-

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REQUEST

Dr.  
Address

## Micajah's SUPPOSITORIES

### WHEN ARTHUR WAS PRESIDENT

Back in 1883, when Chester A. Arthur was President, physicians were prescribing Micajah's Suppositories for hemorrhoids. Fifty-two years' constant use by the medical profession has proved their outstanding value.

They act beneficially by soothing and shrinking the inflamed and congested mucous membrane. They fit in perfectly with your general therapeutic program. They facilitate hemorrhoid operation or injection if required.

For hemorrhoids, 1 Suppository is inserted into the rectum at bedtime. It shrinks the hemorrhoid, relieves irritation and relaxes spasm of the sphincter ani.

For complimentary samples, available only to physicians, write to

MICAJAH & COMPANY, 237 Conewango Avenue, Warren, Pa.



THE  
RAPIDLY INCREASING USE  
OF  
**OXO-ATE "B"**

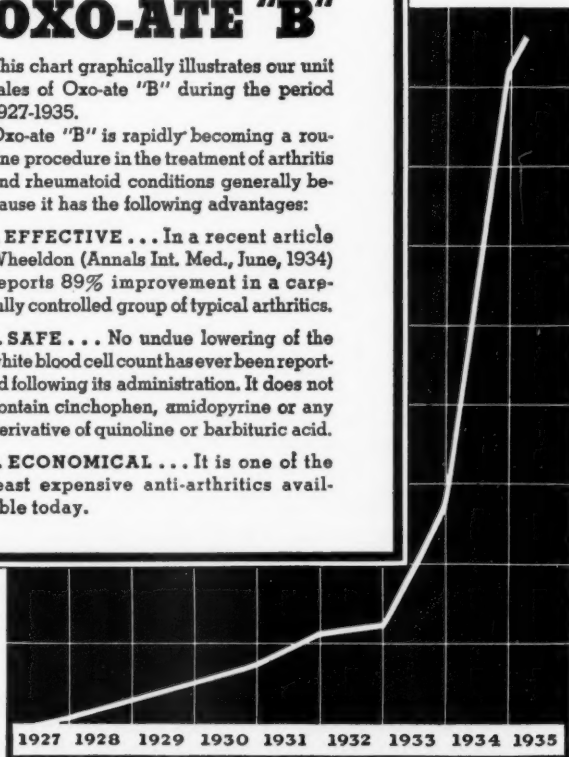
This chart graphically illustrates our unit sales of Oxo-ate "B" during the period 1927-1935.

Oxo-ate "B" is rapidly becoming a routine procedure in the treatment of arthritis and rheumatoid conditions generally because it has the following advantages:

**1. EFFECTIVE . . .** In a recent article Wheeldon (Annals Int. Med., June, 1934) reports 89% improvement in a carefully controlled group of typical arthritics.

**2. SAFE . . .** No undue lowering of the white blood cell count has ever been reported following its administration. It does not contain cinchophen, amidopyrine or any derivative of quinoline or barbituric acid.

**3. ECONOMICAL . . .** It is one of the least expensive anti-arthritics available today.



In Arthritis and Rheumatoid Conditions Generally

**OXO-ATE "B"**

(CALCIUM ORTHO-iodoxybenzoate)

SMITH, KLINE & FRENCH LABORATORIES, Phila., Pa.

ESTABLISHED 1841



tion of compulsory health insurance under government and state control." This is a common misstatement of fact. Not one of the four funds working in the field admits a desire for anything more than *voluntary* health insurance for *certain classes* of people *if they want it*.

Again: "Some funds have even gone so far as to pay the traveling expenses of college debating teams arguing in behalf of state medicine." This the foundations deny flatly, offering their financial records in proof.

The oft-repeated charge that the Milbank Fund derives its income from the sale of babies' milk, should, in due fairness, be debunked. The fund's only financial connection with the Borden Company, to which particular reference is made, is that it holds some Borden stock. This stock, by the way, constitutes only a minor part of the foundation's entire holdings, and represents but three per cent of all the stock the Borden Company has issued to its 40,000 stockholders.

Some of these philanthropic organizations have, of course, made interesting supplementary

contributions toward the promotion of health insurance. Rosenwald, Pollak, and Twentieth Century all gave financial aid to the "Doctors, Dollars, and Disease" radio series, broadcast from October to February. Milbank, Rosenwald, and Twentieth Century are among those who have contributed to the *Survey Graphic* magazine, another medium, one of whose purposes is to disseminate health insurance propaganda.

The antecedents of the four insurance-minded foundations, their work and personnel, are best considered individually:

The Milbank Fund (40 Wall St., New York) was organized in 1905 by Elizabeth Milbank Anderson, with capital assets of \$15,000,000, the income from which was to be earmarked for health, social welfare, and educational uses. The death of her only son from diphtheria had so indelibly impressed on Mrs. Anderson the tragedy of human illness that she dedicated her large personal fortune to its prevention and cure.

In the intervening twenty years the aggregate amount of the

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**A HIGHLY POTENT BIOLOGICALLY TESTED MUSCLE EXTRACT**

**in functional and structural vascular diseases**

Indicated in the efficacious treatment of Angina Pectoris, Cardiac Dyspnoea, Arteriosclerotic Obliteration, Chronic Acrocyanosis, Anxiety Neuroses, etc.

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CAVENDISH CHEMICAL CO., 25 West Broadway, N. Y. C.

Gentlemen:

Kindly send me clinical samples (ampoules) and literature on CARNACTON.

Dr. \_\_\_\_\_

Address \_\_\_\_\_



# Why BiSoDoL



## GIVES QUICKER, SAFER ALKALINIZATION

●BiSoDoL overcomes the clinical objections to single alkalis, avoids the dangers of "soda" over-dosage. The antacid components of BiSoDoL are in physiologic ratio. Magnesium Carbonate has greater, more lasting neutralizing power than Sodium Bicarbonate, is insoluble in water, but becomes active in the presence of acid.

The combined effect of sodium, magnesium, bismuth bases corrects abnormal acid conditions with safety and effectiveness.

### 2 FORMS • BiSoDoL Powder • BiSoDoL Mints

The therapeutic properties of the original BiSoDoL are now also available in the New Confection-like BiSoDoL Mints—easy to carry, convenient for use at time of discomfort.

BiSoDoL—the balanced antacid—has proved a standby in relieving acid indigestion, sourness, heartburn and wherever alkalis are indicated.

*Write for Samples and Literature*

# BiSoDoL

THE BiSoDoL COMPANY  
New Haven • Connecticut



## ***In Acute or Chronic Inflammations of the Urinary Tract***

When you want to maintain a prolonged antiseptic action in acute or chronic inflammations of the bladder, posterior urethra or genito-urinary tract, Arheol (Astier), purified active principle of sandalwood oil, is of special advantage. The occurrence of undesirable sequelae such as smoky urine, vesical irritability or nausea and vomiting, frequently associated with sandalwood oil therapy, is reduced to a minimum.

Arheol contains never less than 98% of santalol and is practically free from the therapeutically inert and irritating substances found in crude sandalwood oil, more than meeting the minimum U.S.P. requirements in this respect.

## **Use ARHEOL (Astier)**

*for*

GONORRHEA	POSTERIOR
PROSTATITIS	URETHRITIS
CYSTITIS	PYELITIS
VESICAL	PYELONEPHRI-
CATARRH	TIS



Write for Information and Sample

**GALLIA  
LABORATORIES, Inc.**  
450 Seventh Ave., New York City

fund's appropriations has reached close to \$10,000,000. Most of this is accounted for by grants paid out of income and special activities and projects. Current assets are \$10,000,000, and yearly expenditures average about \$500,000.

Specific figures showing how much the Milbank Fund has contributed to date for the study and furtherance of health insurance are not available. Salaries and traveling expenses of staff members, overhead, cost of publications issued, and similar payments account for a large proportion of the total; but because the employees of the fund who have incurred these expenses work on other projects besides the study of health insurance, an accurate statement of expenditures in this sphere alone can not be made.

In addition to its \$247,500 donation to the Committee on the Costs of Medical Care and part of the \$20,000 payment (spread over several years) in support of *Survey Graphic*, the Milbank Fund estimates that no more than \$50,000 has been spent for the already-mentioned overhead, salaries, traveling expenses, and publication costs, defrayed in the study and promotion of health insurance. The total thus amounts to about \$300,000.

Reports of medical-economic studies made by the fund are disseminated in the form of news releases and through quarterly and monthly bulletins. These are sent to medical societies, public health officials, and other individuals and organizations, both in the United States and abroad.

Albert Goodsell Milbank, president of the fund (A.B., Princeton, 1896; LL.B., N. Y. Law School, 1898), is a member of the



Manhattan law firm, Milbank, Tweed, Hope & Webb. Besides being an attorney of some note, Mr. Milbank also holds office in the Borden Company as chairman of its board, and is a director and trustee of numerous other commercial houses, banks, charitable and educational organizations. He seldom speaks publicly on health insurance, but on two occasions within the past few months—once in New York, once in Indiana—he has addressed gatherings of professional men for the purpose of justifying the health insurance activities of the Milbank Fund.

Prior to April 20 of this year the fund had as its secretary John Adams Kingsbury (B.S., Columbia, 1908; LL.B., Syracuse, 1931). On that date, however, a public announcement by Mr. Milbank stated that "owing to differences of opinion as to policy" Mr. Kingsbury had requested that no presentation be made of his name for reelection as secretary.

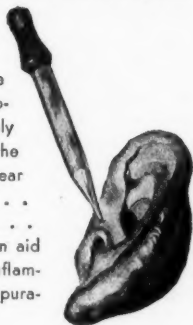
Unquestionably, the "differences of opinion" concern in part at least the attitude of the fund toward socialized medicine. The Milbank foundation, although committed to some partial form of health insurance, has never gone on record as an advocate of complete state medicine. Mr. Kingsbury, on the other hand, has frequently voiced his enthusiasm for a nation-wide system of compulsory contributory health insurance, as practiced in Russia.

Another point of disagreement between the Milbank Fund and Mr. Kingsbury is that the latter declares the time is now ripe to apply a compulsory contributory system to the United States. The Milbank Fund takes issue with him on this score, insisting that adoption of health insurance in

# For Aural Antisepsis

## CAMPHO-PHENIQUE

Otologists have found Campho-Phenique highly effective in the treatment of ear infections . . . germicidal . . . soothing . . . an aid in checking inflammation and suppuration.



Campho-Phenique is pleasantly deodorant and stainless. It contains "tamed" phenol—all its germicidal power without its caustic effect.

Try Campho-Phenique Liquid\* in your next case of Otitis Media, Tinnitus, Labyrinth Suppuration, etc.

\*Undiluted or with glycerin.

**CAMPHO-PHENIQUE CO. ME-5**  
500 North 2nd St., St. Louis, Mo.

Please send me liberal clinical supply of Campho-Phenique (Liquid, Powder, Ointment).

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Address.....  
City.....  
State.....



the United States must be predicated upon further experimentation, success in wiping out such dangers of health insurance as political bureaucracy, and the full cooperation of the medical profession.

Preceding his fourteen years as secretary of the Milbank Fund, Mr. Kingsbury was commissioner of charities for New York City. He also held other public offices. He was (and still is) a member of several social service organizations. In 1933, with Sir Arthur Newsholme, he wrote a book, "Red Medicine," expressing admiration for Russian state medicine.

Questioned about his plans for the future, Mr. Kingsbury remarked recently that "my 25 years' research in public health work will not allow me to change my future course. I intend to continue my activities in this direction and to state my convictions when and where I please."

Two other members of the Milbank staff, who have gained considerable publicity as a result of their writings and public addresses, are Edgar Sydenstricker, director of research, and his associate, Isadore Sidney Falk.

Mr. Sydenstricker (M.A., Washington & Lee, 1902) is a

sanitarian, writer, and statistician. In 1915 he was appointed the first public health statistician of the U. S. Public Health Service. Since 1928 he has been connected with the Milbank Fund, and, in addition, he is now technician in charge of health insurance studies for President Roosevelt's Committee on Economic Security.

Dr. Falk (Ph.D., Yale, 1923) is a bacteriologist, having taught hygiene and bacteriology for six years. Before joining the Milbank Fund in 1933 he was associate director of the Committee on the Costs of Medical Care. Among the books he has written alone or in collaboration are the C.C.M.C. publications, "The Incidence of Illness," and "The Costs of Medical Care." At present he is a member of the technical staff of the Committee on Economic Security.

The Julius Rosenwald Fund (4901 Ellis Avenue, Chicago) was founded by the late Julius Rosenwald, mail order merchandizer of Sears-Roebuck fame, who gave over 200,000 shares of the stock of this firm to the trustees of the fund "for the well-being of mankind." Most of the fund's

# SILVOGON

Stainless silver antiseptic  
For the nose and throat.

Tablets

Powder

ERNST BISCHOFF COMPANY

Incorporated

135 Hudson Street

New York, N. Y.





*it's* **SANMETTO**  
*or it's*  
*not* **SANMETTO**

**SANMETTO** is not, of course, the only palmetto preparation used for the treatment of G. U. ailments. But **SANMETTO** possesses certain qualities which should discourage its substitution.

The berries used in its preparation are gathered on our own lands in Florida, for exclusive use in **SANMETTO**. Only the choicest are selected, and specially processed.

Result—A palatable balsamic product which does not Nauseate or Perfume the Breath.

The administration of **SANMETTO** insures soothing and prophylactic action, greatly assisting your local treatment by reducing inflammation and relieving pain. It provides invaluable aid for your G. U. patients in Urethritis, Pyelitis, Cystitis, etc. But, the benefits derived from the use of **SANMETTO** can only be secured *with* **SANMETTO**.

Write for sample and literature on Diagnosis of Genito-Urinary Diseases and Urinalysis. Please mention this Journal.

**OD PEACOCK SULTAN CO.**  
*Pharmaceutical Chemists*  
4500 Parkview St. Louis, Mo.



**MAKERS OF**  
**PEACOCK'S BROMIDES-CACTINA PILLETS-CHIONIA-PRUNOIDS-GENG**



expenditure has been for negro education, a secondary department being devoted to "medical services for persons of moderate means."

Capital assets of the fund now amount to about \$4,000,000. Yearly expenditures have been reduced in recent years, those for its activities in medical economics ranging between \$70,000 and \$80,000 during 1933 and 1934. During these years no new outside grants were made, with the exception of a few that had been pledged previously.

The Julius Rosenwald Fund divides its medical-economic activities into five classes:

1. Research into the economic, administrative, and social aspects of medical services.
2. Study of existing experiments in group payment and group practice.
3. Advisory service to community agencies, professional groups, and medical institutions.
4. Financial aid to a few selected plans.
5. Dissemination of information to professional groups and to the public.

Despite some interest in insurance for medical services, the emphasis of the Rosenwald Fund has centered largely on insurance for hospital care (group hospitalization). It has cooperated closely with the American Hospital Association, which has prepared standards for hospital prepayment plans, and advised

groups in cities where such plans are being initiated.

Studies have been made by the fund of the Standard Oil Company's sickness insurance plan, the work of the University of Chicago Clinics, the growth of clinics in the United States, health insurance abroad, and medical care to unemployed persons under the FERA. It has assisted the University of Chicago Press in publishing a number of books known as the Medical Economics series; and, since 1932, has had charge of the distribution of pamphlets issued by the Committee on the Costs of Medical Care.

•

Most active of the fund's workers are Michael Marks Davis, director of medical service, and Clarence Rufus Rorem, associate for medical service.

Dr. Davis (Ph.D., Columbia, 1906) has been connected with the Rosenwald Fund since 1928. Twenty-five years ago he was made director of the Boston Dispensary; in 1921 he organized a pay clinic at Cornell; subsequently he became a member of the executive board of the Committee on the Costs of Medical Care. At the present time he is a consultant of the President's Committee on Economic Security. "Paying Your Sickness Bills" is one of his best known books.

Dr. Rorem (Ph.D., University of Chicago, 1929) is a certified public accountant. Following his

## Samples and Information on Request

# R<sub>2</sub> TAUROCOL

ME 5-35 (TOROCOL) TABLETS—A True Chologogue  
THE PAUL FLESSNER CO. . . . . DETROIT, MICH.



## BECAUSE

Methenamine is by far the most effective urinary antiseptic:

## BECAUSE

Methenamine is effective *only* when the urine is acid:

## BECAUSE

Ammonium Chloride (as demonstrated by Henderson and Scott) is decidedly more effective than even sodium acid phosphate for increasing the acidity of urine:

## BECAUSE

Definitely acid urine may cause an undue amount of pain unless relaxant, sedative and demulcent drugs such as hyoscyamus, zeo mays and triticum are used:

## BECAUSE

Conforming to all of the above, it is being successfully used by many physicians in the treatment of diseases of the urinary tract,

*the use of*

## HEXA-CHLORIDE COMPOUND

is indicated in many forms of CYSTITIS, certain GONORRHEAL CONDITIONS and other

## URINARY INFECTIONS

Formula, per floz:

Methenamine (Hexamethylenamine) .....	40 grs.
Ammonium Chloride .....	40 grs.
Tr. Hyoscyamus .....	40 mins.
Zeo Mays Dry .....	40 grs.
Triticum .....	80 grs.
Aromatics .....	q.s.

*Your signature, Doctor, on the coupon below  
brings a clinical sample for your use.*

PITMAN-MOORE COMPANY, Indianapolis

M.E. 5-35

Request for clinical sample  
HEXA-CHLORIDE COMPOUND

M.D.

Address .....  
City ..... State .....



connection with the Committee on the Costs of Medical Care and a brief period as special agent for the U. S. Children's Bureau, he joined the Julius Rosenwald Fund. His work, while there, has been largely in cooperation with the American Hospital Association, promoting group hospitalization. He is the author of "The Public's Investment in Hospitals," "Private Group Clinics," "Hospital Care and the Family Budget," and co-author of "The Costs of Medical Care."

Both Dr. Davis and Dr. Rorem have spent considerable time traveling around the United States. Each has delivered scores of talks. Dr. Rorem is usually to be found on hand whenever some community announces the organization of a group hospitalization project.

In 1919 the Twentieth Century Fund (330 W. 42nd St., New York) was started by Edward A. Filene, president of William Filene's Sons Company, Boston. Capital assets, augmented by yearly gifts, amount to about \$500,000. Yearly expenditures average between \$100,000 and \$200,000.

The work of the fund has been

largely analytical and advisory. Recently it was asked by the government of British Columbia to help draft legislation for health insurance. A similar request came from Ontario. It was also invited by the Michigan State Medical Society to assist with its prepayment medical service plan, and by the President's committee on Economic Security to aid in the technical study of health insurance.

Mr. Filene (LL.D., Lehigh, 1931) is best known for his pioneer work in the application of scientific methods and efficient organization to retail distribution. His company owns or controls such other department stores as Abraham & Straus, Brooklyn, and Bloomingdale's, Manhattan.

Although it is not widely known, Mr. Filene was a planner and co-organizer of both the U. S. Chamber of Commerce and the International Chamber of Commerce. At present he is a member of the general advisory council of the American Association for Labor Legislation, and belongs, also, to a great many other political, social, and economic associations.

The director of the Twentieth Century Fund, Mr. Evans Clark (B.A., Amherst, 1910; M.A., Co-

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# HEPVISC

relieves hypertensive headache and vertigo

**Dose:** 3 to 6 tablets daily, 1/2 hour before meals

SAMPLE AND FORMULA ON REQUEST

Anglo-French Drug Co. (U.S.A.) Inc., 1270 Broadway, New York, N. Y.

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# Let your Own Eyes tell ALKALOL'S Story

Ears	Cleansing, soothing.
Eyes	Very soothing—even in infants' eyes after silver treatment.
Nose	Widely used as douche or spray in coryza, rhinitis, hay-fever, or any nasal affection
Throat	Immediate relief, soreness, "tickling," coughing.
Mouth Teeth	Dentists endorse it.
Burns, Bites Bruises Fevered Brow Hemorrhoids Varicose Ulcers	Kept in contact by means of saturated cotton or gauze, is a pleasant surprise to physician and patient.
Bladder	For irrigation—soothing, pus and mucus solvent.
Diabetic Lesions	Relieves irritation.
Many other indications will suggest themselves. Remember, ALKALOL'S "cell-feeding" action is a tissue builder. It never irritates.	



This new eye dropper bottle of Alkalol contains the same Alkalol as supplied to the Medical Profession for more than 30 years. It is not a new product—merely a new package.

**Prescribe and use ALKALOL in original packages according to this chart. 8 and 16 oz. size at drugstores.**

Alkalol has such a wonderful, soothing, healing action on the delicate membrane of the eye that it has been used for years to clear the eyes of infants after silver treatment. And many of the country's leading Eye Specialists use and prescribe it daily.

Doesn't it stand to reason that as Alkalol has been so successful in treating such a super-sensitive organ as the eye, it must be equally efficacious as a douche or spray in coryza, rhinitis, or any nasal affection?

But one or two applications in your own eyes will tell you more than 20,000 words—and it costs you nothing to make the test.

Remember—ALKALOL IS DIFFERENT. Owing to its physiologic balance, Alkalol feeds and stimulates the cells through absorption, thereby building resistance to infection. Alkalol builds as it cleans and never irritates.

Send for **FREE** sample in the new eye dropper bottle.

**THE ALKALOL COMPANY**  
Taunton, Mass.



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**HIGHLY FAVORED**  
in the treatment of  
**LEUCORRHEA**  
**CERVICITIS**  
**ENDOMETRITIS**  
**VAGINITIS**

**T Y R E E ' S** Antiseptic Powder is a highly efficient agent in removing infection and thick adhesive mucus. Non-irritating to delicate mucous membranes. Antiseptic, soothing, and healing. Send for a physician's package.



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**FREE** Written by a physician. Tells the elementary facts you would have your patients know. More than 125,000 already distributed by physicians. Send the coupon for a supply.

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**T Y R E E ' S**  
**Antiseptic**  
**Powder**



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You may send me a physician's package of Powder and.....(state how many) booklets for my patients.

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.....Street  
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---

lumbia, 1913) has been with the fund since 1928. Formerly he was editor and business manager for several publications, and is the author of "How to Budget Health" and "Financing the Consumer."

Since early 1934, Dr. (D.P.H.) Nathan Sinai has been affiliated with the Twentieth Century Fund as consultant in medical economics. He will be remembered for his work as advisor to the Michigan State Medical Society in its mutual health service program.

The smallest of the four funds interested in health insurance, but by no means the least active, is the Pollak Foundation for Economic Research (Newton, Mass.). During the first ten years of operation its funds were contributed solely by Mr. Waddill Catchings, New York manufacturer, corporation officer, and ex-J. P. Morgan associate. Other donors have been Robert J. Caldwell, Edward A. Filene, Henry L. Shattuck, the Committee on the Costs of Medical Care, the Household Finance Corporation, the Julius Rosenwald Fund, the Twentieth Century Fund, and the Beneficial Management Corporation.

The Pollak Foundation describes itself as a non-profit, educational institution. It publishes no financial statement, and the amount of its monetary contributions toward the promotion of health insurance has been negligible.

To sustain the purchasing power of the consumer is the chief objective of the Pollak fund. Accordingly, health prepayment plans are but one of its interests.

At the same time, although it has appropriated less than \$3,000



for health insurance promotion, a great deal has been done by its director, William Trufant Foster, to spread the gospel. He claims having campaigned for sickness insurance in every state in the Union, and reports the sale by the foundation of eight thousand copies of "Medical Economics," a handbook for debaters.

Dr. Foster (M.A., Harvard, 1904; Ph.D., Columbia, 1911; LL.D., Colorado College, 1913) has been connected with the Polak Foundation since 1920. He was president of Reed College, Portland, Oregon, for ten years prior to joining the foundation. Today he is a member of the consumers' advisory board, NRA; the author of several books; and a frequent contributor to newspapers and magazines.

Explains Dr. Foster: "I spent six years helping set up and carry out the work of the Committee on the Costs of Medical Care, without any compensation, directly or indirectly. Likewise, I have received no compensation whatever for my work in promoting radio and other forms of discussion."

As chairman of the public health committee of the National Advisory Council on Radio in Education, Dr. Foster was an active promoter of the radio series, "Doctors, Dollars, and Disease."

Chief among the causes of friction between the foundations and the medical profession is the fact that spokesmen employed by the funds have not always been in accord with the policies of the funds themselves. This accounts for the poor light in which several of the foundations have come to be regarded, and is felt to be a direct reflection on the adminis-

# FOOT PAINS

OF A  
RHEUMATOID  
NATURE



When your diagnosis indicates a weakened arch condition, Podo-graph prints of patient's stockinged feet will reveal any existing abnormality of the arch structure. Obtainable at leading Shoe and Department Stores featuring Dr. Scholl's Foot Comfort Service and the exclusive Dr. Scholl's Foot Comfort Shops in principal cities. No charge is made for this service and your ethical interests are scrupulously maintained. Write The Scholl Mfg. Co., Inc., Chicago, for illustrated booklet for Physicians.

Makers of Dr. Scholl's FOOT COMFORT Appliances

## Dr. Scholl's

### ARCH SUPPORTS

## DERMATITIS

yields to

## ASEPTINOL OINTMENT

*A physician writes:* "I have been using Aseptinol for eighteen years and have found it most useful in all inflammatory skin conditions. I have found it singularly efficacious in aborting localized infections. These conditions usually yield to several nightly applications and frequently to a single application."

Aseptinol Ointment allays irritation of the skin and promotes healing. Its ingredients are highly recommended by dermatologists for treatment of dermatitis.

Aseptinol Mfg. Co., Baltimore, Md.

Send me liberal free sample of Aseptinol Ointment (Ungt. Aseptinol Comp.).

.....M.D.  
.....Street  
.....City.....State



trative capabilities of their officers.

The Milbank Fund presents a good example of divergence in opinion between directors and employees. The board of directors states clearly that it does not necessarily endorse or stand behind any statements of its employees. The members of the board are the only members of the fund, it is pointed out. In fact, they are the fund. They manage the assets.

Mr. Kingsbury, for instance, who severed his connection with the Milbank Fund last month, declares that he is distinctly in favor of compulsory health insurance. Yet this, he admits, is merely his personal opinion. Even Mr. Milbank does not agree with him.

It should have been apparent to the foundations in the beginning that the publicized ideas of their employees would naturally be construed as the ideas of the foundations. Small wonder, then, that physicians have come to consider the foundations their arch enemies, seeking to overturn the medical appellation.

Happily, the foundations are now awakening to this situation. The Milbank Fund is understood to have started a housecleaning,

beginning with the resignation of Mr. Kingsbury last month. Other funds have given recalcitrant employees the choice of a change of heart or a change of job.

The discomfiture of the funds at finding themselves in their present predicament can only be imagined. All indications point to a modified policy from now on.

The average deed of trust prevents a foundation from changing the objects of its benefaction. Yet a deed of trust is powerless to control the spirit of its spending.

Not long ago President Frederick P. Keppel of the Carnegie Corporation issued a pronouncement sage enough to have received wider attention: "For a foundation to take sides as to which changes are socially desirable and which modifications in our planning are wise would lead it into dangerous terrain of indoctrination, if not of active propaganda; but the opportunity to contribute toward the cost of providing factual information for the personnel which conducts educational and social programs and the lay public is our great privilege."

It is to be regretted that this

## ARTERIOSCLEROTIC HYPERTENSION

*Remarkable Relief in 1 Month\**

Man aged 69, arteriosclerosis, severe headaches, dizzy spells, insomnia. Systolic blood-pressure 235, diastolic 125. Treated 1 month with BURNHAM'S SOLUBLE IODINE 25 drops t.i.d.

Headache, dizziness and insomnia completely relieved. Systolic blood-pressure reduced to 168, diastolic 100. No iodism.

Active molecular iodine contained in BURNHAM'S SOLUBLE IODINE permits smaller dosage with quicker and longer effect and minimizes reactions.

... SAMPLES ON REQUEST ...

Burnham Soluble Iodine Co., Auburndale, Boston, Mass.

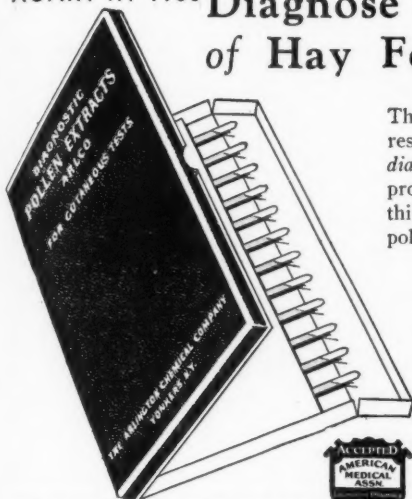
\*One of a series of 31 cases reported by Frederic Damrau, M.D. of New York.



May, 1935

87

# AGAIN IN 1935 **Diagnose your cases of Hay Fever for \$1<sup>00</sup><sub>each</sub>**



The physicians' enthusiastic response to our \$1.00 *pollen diagnostic offer* of last season prompts us to repeat the offer this year. A set of diagnostic pollen extracts will be sent to you, containing *ALL* the principal causative pollen factors in your botanical area, for determining your patient's pollen sensitivities. Fill in the attached coupon... mail it to us with \$1.00.



## **SUGGESTIONS RELATIVE TO MANAGEMENT OF CASES**

If you desire to forward the results of your tests to us, we shall then be pleased to present our suggestions relative to the management and desensitization of your case. Each case will receive the individual attention of our allergy staff. . . . A simplified chart for determining and recording the results of your tests is enclosed in each diagnostic package. . . . Pollen Extracts (ARLCO) of trees, grasses, weeds and flowers are available for diagnosis and desensitization for any botanical area in North America and the greater part of Europe. Your correspondence is invited on any allergic problem. . . . The new ARLCO pollen diagnostic package is now ready.

**\$1<sup>00</sup>**

*This offer applies even though your patient exhibits symptoms extending over more than one pollinating season, irrespective of the number of diagnostic extracts needed for a given case.*



## **MAIL THIS COUPON**

THE ARLINGTON CHEMICAL CO.,  
Biological Department, Yonkers, N. Y.

Enclosed find \$1.00 for set of diagnostic pollen extracts.

Attack begins (date of onset of attack).....

Ceases (date of termination of attack).....

Signed.....M.D.

Address.....

City.....State.....

**THE ARLINGTON CHEMICAL COMPANY, YONKERS, N. Y.**



precept has been lost sight of in a measure during recent years; although some solace may be found in the fact that it is now beginning to receive thoughtful attention.

## DOLLAR CALLS

### N. Y. plans low fees to stem clinic abuse

**"ARE** you willing to treat patients in the low-income group for \$1 at your office and \$2 for a call at residence, any ordinary operative work to be based on the schedule adopted by the Workmen's Compensation Commission?"

Four thousand members of the New York County Medical Society have been asked this question on a "yes or no" basis by their committee on economics.

The interrogation is a primary step in a project aimed at reducing the number of undeserving who have been chiseling their way into hospital charity clinics. The depression has made this problem more acute and the New

York group is determined to do something about it.

Omitted in the questionnaire but subsequently presented to the physicians involved is the query as to whether or not specialists will be willing to consult for \$5 at their office and \$10 at a patient's home. The thought behind this being that some physicians not willing to practice on a \$1 and \$2 basis may be agreeable to consulting at the higher fees.

As a further preventive measure against abuse of charity clinics signs have been prepared to hang in hospitals. These signs are to read "The outpatient department provides medical care for those unable to pay. Our doctors receive no remuneration, their services being rendered as an act of charity. Therefore, they should not be asked to treat anyone who can afford a fee for a visit." This message is signed by the county medical society.

It is believed that once people fully realize that they are charity cases when attended in a clinic, a combination of pride and shame will compel them to pay their way whenever possible. Making treatment available to the low income group at \$1 and \$2 is expected to clear clinics of a number of people who are

## VISCYSTATE

Lowers blood pressure and  
relieves subjective symptoms.

*Liquid*

*Tablets*

ERNST BISCHOFF COMPANY

Incorporated

135 Hudson Street

New York, N. Y.





### MOTHERS DON'T

have to use precious time cooking vegetables—time that, put to other uses, might mean more for baby's health and comfort. Especially when in Heinz Strained Foods the vitamin retentions are higher than in most home-prepared vegetables.

## To Assure UNIFORM VITAMIN VALUES *in Infant Diet* (57)



All year 'round, Heinz Strained Foods show higher retention than most home-prepared vegetables

Heinz cooks and strains hours-fresh vegetables with equipment and methods which retain the vital nutrients to high degree—then vacuum-packs them in enamel-lined tins. They need merely be warmed in the tin. Thus in one step, mothers can be rid of the tedious chore of cooking and straining, and assured a uniformly high retention of nutrients. That is why more and more members of the profession are prescribing Heinz Strained Foods for infant and soft-diet cases.



8 VARIETIES — Strained Vegetable Soup, Peas, Green Beans, Spinach, Tomatoes, Carrots, Beets and Prunes.

### PLEASE ACCEPT THESE NUTRITIONAL CHARTS

A useful, ready reference manual showing vitamin, mineral and other nutrient values of many types of food. The charts have been compiled under qualified scientific supervision, for professional use. We shall be glad to mail you a copy, without obligation. Address H. J. Heinz Co., Dept. ME205, Pittsburgh, Pa.



# HEINZ Strained Foods



proud enough to prefer a private family physician at prices adjusted to their pocketbooks.

Those to whom the proposed reduction in fees would be available are:

1. Single persons, no dependents, income \$900 a year or less.
2. Couples, no children, income \$1,400 a year or less.
3. Families with children, in-

come \$1,400 a year plus \$250 for each dependent.

Dr. Daniel S. Dougherty, director and secretary of the county

Acme

### For Office, Bedside, Hospital Cauterization



### The Heavy Duty COMPLEX CAUTERY

- One or two cervical cases pays the original cost.
- Built to last a life-time.
- Shortens treatment, eliminates pain, builds professional prestige.
- Write for literature and reprints of published papers.

COMPLEX OSCILLATOR CORPORATION

FREDERICK C. WAPLER, Pres.

450 Whitlock Ave., New York, U.S.A.



DANIEL S. DOUGHERTY, M.D.  
... expects 2,000 "yeses"

society, has explained that when all the answers to the questionnaires have been returned, they will be sorted and analyzed. If there is sufficient affirmative support of the idea, a method of supplying reduced-rate medical service will be worked out along the following lines:

A list will be compiled of re-

### For Acute and Chronic ARTHRITIS

Endogen "A" combines a leucocyte-increasing sulphur compound with a standardized non-specific protein for the more successful treatment of arthritis. After the first or second injection the pain usually disappears and the patient's condition shows marked general improvement.

PAINLESS INTRAGLUTEAL  
ADMINISTRATION

Supplied in packages of 2, 12 and  
25 cc ampoules.

**ENDO PRODUCTS, Inc.**

251 Fourth Avenue, New York





## One way to control nicotine in cigarette smoke

•Many tests have shown that cigarette smoke has a strong effect on skin surface temperature, and this effect is generally laid to nicotine. It is interesting to consider, therefore, whether the amount of nicotine in the smoke can be controlled.

Nicotine has a very high boiling point (247° C.)—more than twice the boiling point of water. And so its travel from the burning end of the cigarette, where it is distilled, to the butt end is considerably impeded by the cool strands of tobacco which act as a condenser. As the cigarette burns, it heats up and the smoke travel becomes shorter—so that, not only does the smoker derive original nicotine from the unconsumed tobacco, but he gets some additional nicotine that has condensed in the butt in the process of smoking.

Spud's cooler smoke condenses more nicotine in the butt. However, this won't help if you smoke the "bitter end." To get the most benefit from Spud's cool smoke, don't smoke beyond the two-thirds point. Then the nicotine will be substantially reduced.

# SPUD

MENTHOL-COOLED  
CIGARETTES  
CORK TIP OR PLAIN

15¢ FOR 20

THE AXTON-FISHER TOBACCO CO., INC., LOUISVILLE, KY.



# STORM



**Worn, the world over, for every condition requiring Abdominal Support.**

*Every belt is made to order.*

**Ask for literature**

**Katherine L. Storm, M. D.  
1701 Diamond St., Philadelphia**

## **Tilden Has Kept Faith With Physicians**

**In Acute Coryza and Catarrhal Infections,**

## **CORYZOL OINTMENT**

Ephedrine 1%, Benzocaine 1%, Eupinol (Laevo Menthone) Camphor, Menthol, and Boric Acid in a bland base, combined in a manner exclusive with Tilden.

Like all Tilden Specialties, Coryzol is prescribed by physicians and is not advertised to the public in any way.

### **THE TILDEN COMPANY**

*The Oldest Pharmaceutical House in America*

**New Lebanon, N. Y. St. Louis, Mo.  
ME 5-35**

duced-fee doctors, catalogued by districts. The office of the medical society and various hospitals will keep the roster on hand for the information of patients who may select their physician.

The society expects 50% of its members to vote "yes" on the question.

## **Food for Thought**

*[Continued from page 20]*

This partial list of subjects programmed for the current year gives an idea of their variety:

Follow-up Studies of Coronary Occlusion

Pre- and Post-operative Care

Hoarseness: Causes and Treatment

Medical Ethics

Medical Care in the U. S. S. R.

Laboratory Methods to be Employed in the Office

Delivery in the Home

Pyorrhea and Dental Caries: Their Relationship to Systemic Disease

The Doctor and His Investments

Medical Societies

Sensitization Tests: Then What?

Some of these subjects are covered at a round-table conference, a variant of the more formal study meeting. These conferences take place about every fourth session. Here again, subjects are assigned by the program

## **OLIODIN**

**(Iodinized Oil Compound)**

**For the NOSE and THROAT**

*Gives: Prompt relief in head colds, thus preventing complications.*

**R OLIODIN 3 1/2**

For Rhinitis, acute or chronic. Ozena or Atrophic Rhinitis.

*Free trial package on request.*

**THE DELETON COMPANY**  
**Capitol Station, Albany, N. Y.**



# IN ANEMIA

Despite the inadequacy of our knowledge of the anemias, it is incontrovertible that iron in adequate dosage is the essential requirement in uncomplicated hypochromic anemia.

When the functional power of the red blood cells is low and the color index below par, rapid replacement of the deficient hemoglobin is secured by the administration of Ovoiderrin.

Ovoiderrin is a rapid and consistent blood-builder, because it contains elemental iron in colloidal form, stabilized by means of a protective colloid. In the words of a distinguished English physician: "It acts more promptly as a hematinic than any other form of iron; is acceptable to delicate stomachs even when other medicines are rejected; does not produce constipation; has a beneficial influence upon appetite and digestion; and has marked effects in improving the general nutrition as evidenced by increase in weight and general sense of well-being."

Odorless and almost tasteless, with all the advantages of organic iron and none of its disadvantages, Ovoiderrin is readily taken by children and capricious adults who cannot tolerate ordinary iron preparations.

Each adult dose of Ovoiderrin (a tablespoonful in a wineglass of milk or water, at meals) contains one grain of metallic iron; for children, the dose is two teaspoonfuls. Ovoiderrin is prescribed in 11-ounce bottles.

If you have not used Ovoiderrin in your practice, we shall be pleased to send you a trial bottle on request.

**A. C. BARNES COMPANY**  
(INCORPORATED)

**New Brunswick, New Jersey**

**Sole Manufacturers of Ovoiderrin and Argylol**



committee. The chairman of the day's meeting presides.

After two or three men have given talks on an assigned subject, discussion gets under way. The chairman calls on each man present in rotation. Those called on speak without rising.

At formal meetings a man may speak but once during the general discussion. But at a round-table conference he may talk as often as an idea strikes him. In spite of an informal atmosphere, interruptions during discussion are infrequent. The courtesy of the members is sufficient discipline.

•

The third type of meeting—a proven means of arousing interest in the club—is the clinical pathological conference. This is a sort

of guessing game. It works thus:

The case history of a patient, with physical and laboratory findings, is typewritten and given to each doctor. All laboratory work not too directly revealing is made available. Then each doctor is asked to present his diagnosis of the case. Actual diagnosis by a pathologist who performed an autopsy follows.

Sometimes a dozen different possible diagnoses are given and their supporting evidence discussed.

In a recent case the favorite diagnosis was acute gall bladder infection with extension into the liver, favored by jaundice, high temperature, and enlarged spleen.

"Hodgkin's disease," reported the pathologist. No doctor had guessed the truth. The type of temperature curve had been with-

## UVURSIN *in the treatment of Diabetes*

● The chief contribution of UVURSIN to the treatment of Diabetes Mellitus lies in its power to alleviate markedly the condition of diabetics and reduce—frequently eliminate—the need for constant treatment. ● In the average case, you can expect to liberalize your patient's diet within a comparatively short time after treatment with UVURSIN is begun.



Mail coupon for sufficient UVURSIN (27-day treatment) to obtain clinical evidence of results in an actual case. No obligation.

*Prepared for prescription purposes only.*

**ORAL • INNOCUOUS • EFFICACIOUS**

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I have not tried UVURSIN. Please send free trial quantity to

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# 500,000 Babies Can't be wrong



It doesn't take a baby long to demonstrate the success of any feeding program. He says it in pounds and inches, in firm flesh and sound bones...as well as in contented gurgles.

Hundreds of thousands of babies have stamped their "O.K." on Gerber's Strained Vegetables prescribed by their physicians...have grown and thrived on these extra-quality foods, scientifically prepared.

This year's infants will find Gerber's more than ever to their liking. Physicians will approve them even more heartily. Mothers will be increasingly enthusiastic. For now Shaker-Cooking (a revolutionary process exclusive to Gerber's) gives new advantages.

By stirring the foods during the processing in sealed cans, Shaker-Cooking shortens cooking time as much as 60%. Results: (1) finer flavor; (2) better color; (3) adequate sterilization without overcooking;

**Strained Vegetable Soup**  
... Tomatoes ... Green Beans ... Beets ... Carrots ... Prunes ... Peas ... Spinach ... Cereal  
... 4½-oz. cans.



(4) uniform cooking throughout can.

Gerber's Strained Vegetables are grown and harvested under the company's own supervision. Air is excluded throughout pre-cooking, straining and canning—to conserve vitamins in high degree. Moisture regulation reduces loss of minerals. Straining is through monel metal, with openings five times as fine as kitchen sieves. Now Shaker-Cooking adds new appetite appeal to time-tested nutritive values.

If you are not yet familiar with the new Gerber Shaker-Cooked Foods, we will be glad to supply you with samples. Use coupon.

## Gerber's Shaker-Cooked Strained Foods.

GERBER PRODUCTS COMPANY, ME-5  
Fremont, Michigan

(In Canada: Grown and Packed by Fine Foods of Canada, Ltd., Tecumseh, Ont.)

Please send me ☐ Reprint of the article:  
"The Nutritive Value of Strained Vegetables in Infant Feeding." ☐ New Process Samples.

Name.....

Address.....

City..... State.....



*No doubt your patients have asked this question:*

**"Doctor, isn't it  
a good idea to drink  
a variety of fruit  
juices?"**

Our answer is yes and we believe you would say the same. Included in the available fruit juices is DOLE Pineapple Juice. This delicious product is nothing but the pure, natural, unsweetened juice of sun-ripe pineapples, grown on the DOLE plantations in Hawaii and packed in vacuum cans which protect its vitamins A, B and C. DOLE Pineapple Juice yields alkaline reacting minerals in the body. It has a most pleasing flavor and is inviting, either chilled or heated. Children love to drink it, particularly between meals. DOLE Pineapple Juice has been accepted by the American Medical Association's Committee on Foods. Hawaiian Pineapple Co., Ltd., Honolulu, Hawaii. Sales Offices: 215 Market Street, San Francisco, California.

**TYPICAL ANALYSIS**

Moisture . . . . .	85.31
Ash . . . . .	0.43
Fat (ether extract) . . . . .	0.31
Protein (N x 6.25) . . . . .	0.31
Crude fibre . . . . .	0.021
Titratable acidity as citric acid . . . . .	0.91
Reducing sugars as invert . . . . .	12.41
Carbohydrates other than sugars (by difference) . . . . .	0.381

*Packed without added sugar*



The Hawaiian Pineapple Co., Ltd. cordially invite you to visit their booth, number 220, at the American Medical Association Convention, Atlantic City, June 10 to 14, inclusive.

**DOLE**  
**PINEAPPLE JUICE**

held in the presentation of facts for clinical diagnosis. Inclusion of this fact would have been too revealing, defeating the spirit of the *guessing* game.

Such conferences are really medical exercises, designed to stimulate professional training and instinct by friendly competition with colleagues.

"Jack" isn't the only one made dull by an overdose of work without play. Doctors, too, are susceptible. The Noon Day Study Club makes allowances for this. Its social and recreational activities include:

1. *Dramatics.* Two evenings each year a group from the club present three one-act plays. The dramatic group numbers about thirty, including stagehands and ticket sellers. Feminine rôles are played by members' wives. Wynn Wright, program director of radio station WXYZ, and Axel Gruenberg, director of dramatics for the Grosse Pointe schools, guide our thespian efforts.

2. *Music.* Besides a glee club, we have started a 25-piece symphony orchestra. Its ultimate capacity is fifty pieces—each musician a doctor. On April 29 the symphony gave its first concert. Georges Miquelle, well known musical artist, directed.

3. *Vaudeville.* Once a year we have an evening's entertainment replete with variety-show atmosphere. Both outside and home talent are presented.

4. *Sports.* The club's best fairway performers compete at golf with representatives of the medical society's Senior Group (25 years in practice). So far honors are about even.

[Turn the page]



# MAZON

## RESULTS

.... with economy



Photographed Feb. 9th, 1935



Photographed Feb. 22nd, 1935

### NOT A SMEAR

There is no greasy residue. Mazon is completely and rapidly absorbed.

### NO BANDAGING

Permit air to act freely. Alleviates itching immediately. Will not stain.

### ECONOMICAL

Permanency of results establishes Mazon as an effective and economical treatment.

### INDICATIONS

ECZEMA  
PSORIASIS  
ALOPECIA  
RING WORM  
DANDRUFF  
ATHLETIC FOOT  
AND OTHER SKIN  
DISORDERS

## INFANTILE ECZEMA COMPLETELY ELIMINATED

.... thirteen days

The baby, born April 10, 1934 developed the eczematous condition in October. Practically the entire body was affected.

The father states: "We had been absolutely unable to find any remedy or anything that would give even alleviation. Dr. M. H. of Charlotte, N. C. advised the use of this (Mazon) ointment, and, as is obvious from the pictures, improvement was immediate."

## MAZON SOAP

- ABSOLUTELY PURE
- NO SYNTHETIC PERFUME
- NO ARTIFICIAL COLORING
- NO FREE ALKALI
- FREE PERSONAL HYGIENE

REFUSE SUBSTITUTES  
Insist upon the original  
1, 2 and 4 oz. blue jar.

On sale  
Dependable Pharmacies

Distributors  
Wholesale Druggists

BELMONT LABORATORIES, Inc.  
4430 Chestnut St., Philadelphia, Pa.



The Study Club may seem to have bitten off a large mouthful to chew. But bear in mind our purpose. We are organized on the principle that by stimulating the minds of younger members, by stirring enthusiasm for organization activity, we are insuring the future vitality of the parent society. How much we help our young contingent at the same time is evidenced by the fact that our weekly meetings are often likened to a postgraduate course.

Description of some other outstanding features of our work will demonstrate how solidly the club is organized.

We have a well-planned publicity department. There is a publicist—a doctor—who acts as

our press agent. He secures space in the Wayne County Medical Society's weekly *Bulletin* and in other suitable media.

Each year we publish a yearbook which has proven itself a valuable addition to our members' libraries. The secretaries of the club's two sections, medical and surgical, together with a third member, form a committee to pass on papers for the year book. The papers, of course, are those which have been read at our meetings.

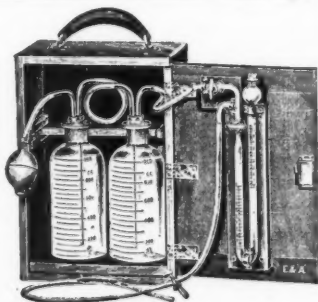
The yearbook, usually of one hundred pages, is multigraphed and published without advertising. Subscription to the book is included in our membership dues.

One of our members has established a fund of \$100 to provide prizes for the best papers de-

# Bellevue

## PNEUMOTHORAX

# Apparatus



**Simplicity and Reliability  
at a Moderate Price**

*Write for Bulletin giving full Description and Prices.*

Established 1851 **EIMER & AMEND** Incorporated 1897  
Third Avenue, 18th to 19th Street, New York



# NORFORMS



*The Ideal Formula  
in The Ideal Form*

## FOR VAGINAL PROPHYLAXIS



The form of Norforms is one of their inherent advantages. Convenient, requiring no apparatus for application, Norform suppositories are standardized and unvarying. A further Norforms advantage is that their antiseptic ingredients (including Parahydrecin) are not only non-irritating, but the vehicle itself is definitely soothing to inflamed and sensitive tissues.

Norforms provide a stable, non-irritating antiseptic in a form adapted to prolonged and effective contact with the vaginal area. Indicated for leucorrhea, vaginitis and cervicitis as well as for general vaginal prophylaxis.

The Norwich Pharmacal Co.,  
Norwich, N. Y.

Gentlemen, please send samples of  
Norforms and brief literature.

Signed, Dr. \_\_\_\_\_

Address \_\_\_\_\_





Only Digitalis of  
**UNIFORM**  
 strength will  
 produce a  
**DEPENDABLE**  
 result

**D**IGITALIS Duo-Test "McNeil" is produced under a rigid standard which assures uniformity. It is tested and retested at regular intervals by the official frog method and check-tested by the Reed-Vanderkleed Guinea Pig Method.

*"The standard is so rigid that the resultant product can be used as a positive test for the reaction of the patient to digitalis."*

The uniform potency of Digitalis Duo-Test "McNeil" eliminates one of two variables—namely, that of the drug.

Capsules and Tincture Digitalis Duo-Test "McNeil" have been accepted by the Council on Pharmacy and Chemistry of the American Medical Association.

Digitalis Duo-Test "McNeil" is supplied in Tincture form in ½ oz., 1 oz., 4 oz. and 1 pint bottles, and in Black Capsules (½, 1 and 1½ grain strengths) in bottles of 100, 500 and 1,000.

**McNeil Laboratories**  
Incorporated  
 Philadelphia · Pennsylvania

livered at our meetings. Awards are at the discretion of the executive committee. A committee of older members from the medical society also judges the prize-worthiness of papers.

Just now we plan to divide the \$100 into first and second prizes, in amounts that will use up the fund in two years. By that time we hope to have been able to arrange for additional prize funds.

It is increasingly evident that members of the Noon Day Study Club profit tangibly by their activities in the group. Several of our physicians, hesitant about speaking at all when they first joined us, are now able to get up on their feet and present an effective talk or concise discussion. From our ranks have been drafted at least two secretaries and one assistant treasurer of the county society, as well as numerous committee chairmen and several presidents of branch societies.

The Noon Day Study Club has come to stay in Detroit. It is now an integral part of the Wayne County Medical Society. Much of the vitality and progressive action of our parent organization, we believe, stems from our activities.

**Burg CASTLE**

**CAST-IN-BRONZE  
 FULL-AUTOMATIC  
 CHROME**

*Write for Free  
 Sterilizing Technique*

**1143 UNIVERSITY AVE. ROCHESTER, N.Y.**





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## Effective Sedation

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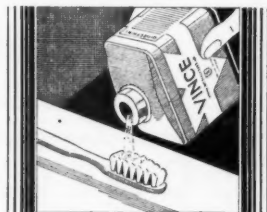
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C. H. Chetwood, M.D., and M. Mason, M.D., of the French Hospital, New York, N. Y. —Internal Urinary Antisepsis by the Dye Product PICOCHROME—April, 1935, UROLOGIC AND CUTANEOUS REVIEW.

A. Ravich, M.D., of The Ravich Urological Institute, Brooklyn, New York—PICOCHROME, A NEW URINARY ANTISEPTIC—April 3rd, MEDICAL RECORD.

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# Where to Go



*Literature and detailed information about any trip or place mentioned will be sent to readers on request. These pages, clipped and filed each month, will form a practical travel encyclopedia.*

## UNITED STATES

**YELLOWSTONE NATIONAL PARK:** To many, the chief attraction of "Old Faithful's" home grounds is the fact that they are reached without running the risk of sea-sickness.

Several of the finest railroads in the country will roll you to Yellowstone. Costs vary with the distance you have to travel to get there. There is an all-expense, 8-day, escorted tour out of Chicago, for instance, that can be had for \$115.

If Chicago is not convenient, and you still prefer being guided about new places, you can hop the nearest train going in the right direction, then, when you arrive, take advantage of a 4½-day pack tour: motor transportation, meals, and rooms included for \$54 if you stay at hotels; \$45 at lodges.

This difference in price for accommodations is consistent throughout Yellowstone. Although the cabins are cheaper than the up-to-date hotels, they are charm-

ing dwellings nevertheless. Most have one, two, or three rooms; electrically lighted; with wood-burning stoves.

You don't *have* to be "toured" around the park, of course. You may mosey about on your own. But if you do so, you are bound to experience difficulty driving your own car over mountain roads.

Trout fishing is supreme in the park's mountain waters. The fish hatchery at Lake Yellowstone has a capacity of 30,000,000 eggs! Result: Extremely well-stocked streams and lakes. You don't need a license.

You can have a horse to ride for 75c an hour or \$3.50 a day.

Altitude is 7,500 feet. Temperature drops suddenly at that height. So, if you go, be sure to pack warm clothing.

**CATALINA ISLAND:** Out in the Pacific, only 25 miles from Los Angeles Harbor, lies this perfect spot for a strictly pleasure trip. It is only two hours



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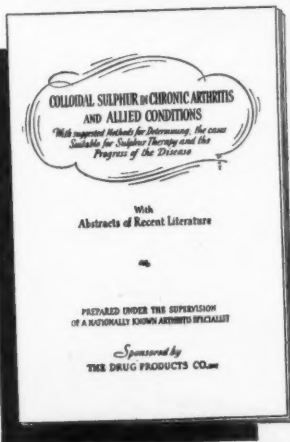
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This year the Russian Bear is parading his intellectual worth by staging the Fifteenth International Physiological Congress. It is to be in session from August 8 to 18.

Many tours are offered which include attendance at the congress. It takes about \$400 to go from New York to Russia and back. When you get to the U.S.S.R., you have to stay in Leningrad or Moscow unless you are willing to put up with primitive accommodations. Even in the

two big towns, choice of hotels is limited. Then, too, if you want to take a side trip out of one of the two cities, it will cost you \$20 extra. Stalin evidently wants to keep people in town for the congress.

If a trek through the scenic parts of the country appeals to you particularly, simply pay your \$20 for a visa, and light out from Leningrad or Moscow at the rate of \$15 a day first class, \$8 a day tourist class, or \$5 a day third class. These prices include transportation, meals, guides, and hotels (?). Literally hundreds of routed sidetrips are available.

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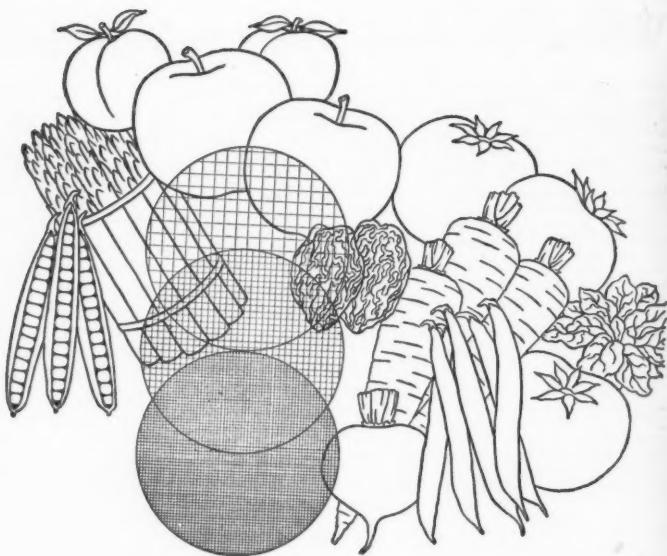
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